Advertising Age

With which is incorporated Advertising Agency Magazine, formerly Advertising & Selling

December 19, 1960
Volume 31 • Number 51
25 Cents a Copy • $3 a Year
CHICAGO 11 • Published Weekly at
200 E. Illinois St. • DE 7-5200
NEW YORK 17
630 Third Ave. • YU 6-5050

Second Class Postage Paid at Chicago, Ill.

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THE NATIONAL NEWSPAPER OF MARKETING

Rise TV Ads Contrived, Carter Ad Exec Admits

NEW YORK, Dec. 15—Philip Richardson, advertising and sales vp for Carter Products, today said that the Rise vs. ordinary lathers tv comparison was not a true comparison of Rise and a competitor's shaving cream.

FTC Attorney Edward F. Downs drew this admission from his lead-off witness as he started building the commission's case against Carter; Rise's advertising agency, Sullivan, Stauffer, Colwell & Bayles; and SSC&B's chairman, S. Heagan Bayles, who heads the Rise account group. Today's hearing before Examiner John B. Poindexter grew out of an unfair advertising complaint filed last June by the FTC.

■ After having a look at storyboards for the ads which the commission charges featured rigged comparison tests, Mr. Richardson confirmed that the "ordinary lather" which dried out before the actor could finish his tv shave was a special formula and not a competitive shaving product at all. The Carter executive said he didn't know what the formula was; he said it had been made in Carter's lab by Dr. Edwin Brewster.

In the commercials an actor is shown wincing with discomfort as he tries to shave with "ordinary lather"; later he shaves with ease

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$100,000 IN PRIZES
3057 WINNERS! $2,500 IN BONUSES! UNLIMITED NUMBER OF ENTRY GIFTS!
'61 RAMBLER AMERICAN Convertible
AND $5000 CASH (TOTAL VALUE OVER $8000)
$5700
4 SECOND PRIZES
EASY TO ENTER—EASY TO WIN!
"Red Magic" describes Heinz Ketchup because:
Heinz makes everything taste better!

MAGIC—*Heinz will use two-color pages like this in magazines during late January and February for its $100,000 contest for Red Magic Ketchup. Maxon Inc., Detroit, is the agency. The company has scheduled substantial print and television backing on 10 of its daytime NBC shows for the promotion.*

Wesson Ad Citing Heart Association Stirs New Cholesterol Probe by FDA

Heart Group to Make Comment 'at Early Date' on Ad Use of Statement

WASHINGTON, Dec. 16—Food & Drug Commissioner George Larrick told ADVERTISING AGE that FDA's top scientists will meet Tuesday to review the health claims which are being made in vegetable oil ads.

Last year, FDA forced corn oil producers to remove references to cholesterol from their labels (AA, Dec. 14, '59). The government has taken the position that there is no conclusive evidence that poly-unsaturates are useful in the ordinary diet as protection against heart ailments.

Commissioner Larrick said the government's attitude toward cholesterol claims will be reviewed and that an investigation will be conducted to determine whether the ads which are appearing for corn oil products accurately reflect the position of the American Heart Assn., and of the scientists who are expert in the field.

■ Wesson Oil & Snowdrift Sales Corp., New Orleans, rushed into print this week with large-space b&w newspaper ads reporting on the Dec. 10 news conference by the American Heart Assn., at which the

(Continued on Page 83)

'Frontier' May Bring Death of Option Time

New Rule Reducing Option Time May Be Harbinger of Total Elimination

By Stanley E. Cohen

WASHINGTON, Dec. 15—New Federal Communications Commission rules reducing the amount of option time for tv networks go into effect Jan. 1 amid speculation that option time faces ultimate elimination (AA, Sept. 19).

Networks which prefer existing option time are going along reluctantly with the new FCC rules, including the provision which shaves the maximum option period from three hours to two-and-a-half hours in each segment of the broadcast day.

At a time when the "new frontier" government is getting a new set of policymakers, forecasts on future moves are highly speculative; but lawyers who have studied the situation say networks will be lucky to have any option time by the time the litigating finally ends.

■ This possibility is based on two suppositions, each a real possibility in the present situation:

• While the networks have indicated their willingness to take FCC's "compromise" rules, foes of option time are going all out to convince the court of appeals here that the FCC's decision failed to come to grips with anti-trust impact of network control over station time.

• If the court can be induced to send the case back to the commission, Kennedy administration changes could easily result in an anti-option time majority.

These speculations are built on more than "smoke." While the move to get the option time issue back to FCC originated only with a single tv station—KTTV, Los Angeles—the anti-trust division of the Department of Justice is known to be working on briefs urging the court to instruct FCC to elaborate on the anti-trust implications of option time.

During nearly five years of

(Continued on Page 83)

Two Nets Snip Option Time; NBC Still Studying

Moves Made to Comply With Year-End Deadline Stipulated by FCC

NEW YORK, Dec. 14—CBS-TV and ABC-TV have decided how they are going to revise their option hours in line with the September Federal Communications Commission order calling for a half-hour cutback in each option period as of Jan. 1. NBC-TV has not completed its option time revision plans.

CBS-TV is complying with the commission's order by knocking off the first half-hour of option time in the morning, afternoon and evening. ABC's changes are a bit more involved, since its option periods have varied somewhat from night to night.

■ With the changeover, ABC's prime option time will be from 8:30 to 11 seven nights a week in the eastern and Pacific time zones and from 7:30 to 10 in the central

(Continued on Page 12)

Visual Means, Not Words, Carried Gardol 100% Protection Claim: FTC

Tennis Ball Might Have Eventually Weakened Shield, Correa Replies

WASHINGTON, Dec. 14—If a few of those coconuts had broken through the invisible shield in Colgate's tv commercials, the Federal Trade Commission might not have charged the company with claiming "complete protection" for its toothpaste.

That, at least, is the way three of FTC's five commissioners indicated they look at the case against Colgate. The commissioners met today to review an examiner's initial decision issued in August ordering Colgate to stop implying complete protection (AA, Aug. 8).

The commission's complaint was filed at the peak of the payola controversy, and Colgate immediately cut out its "invisible shield" part of the commercials. The company has defended its ads, however; and before the commission today it contended that all it claimed was that Colgate with Gardol "fights" tooth decay, not protects completely.

■ FTC Chairman Earl Kintner was quick to question the invincibility of the invisible shield. He asked Colgate attorney Matthew Correa whether the Colgate tv commercial "might not have been more accurate if somebody threw a handful of buckshot at the screen and some got through."

Mr. Correa said it's always possible to improve ads in some way. He said it probably would have been even better to show the actual laboratory tests of Colgate's decay-fighter, Gardol, at work.

"That's a very good suggestion," Mr. Kintner replied.

■ Commissioner Edward K. Mills Jr. wondered about the chances of a tennis ball getting through the shield. "It seems to me the shield gives complete protection from the tennis ball," Mr. Mills said.

Mr. Correa countered with the explanation that if the tennis ball barrage had kept up all day, the shield would have shown signs of weakening, just as the protection of Gardol weakens after a while. "It might be 100% impervious for an hour," he said. "This is what the ads show."

Mr. Correa pointed out that Colgate had cooperated with FTC by voluntarily withdrawing the "one-brushing" theme that commission staffers indicated might be objectionable. He said, "Our competition still has the one-brushing theme in their ads. Procter & Gamble is knocking our brains out with

(Continued on Page 84)

Last Minute News Flashes

Sicks' Rainier Names Weiner & Gossage for Ale

SEATTLE, Dec. 16—Sicks' Rainier Brewing Co. today appointed Weiner & Gossage, San Francisco, as agency for its Rainier ale account, which bills about $200,000. Miller, Mackay, Hoeck & Hartung, which formerly handled the ale, also lost the $1,600,000 Rainier beer business to Doyle Dane Bernbach in October (AA, Oct. 24).

Willem Resigns as Thompson VP

NEW YORK, Dec. 16—John M. Willem Jr., vp and a top account man, will resign from J. Walter Thompson Co. Dec. 31 because of "differences of opinion." Mr. Willem declined to elaborate. He said he will leave Feb. 18 to do "some volunteer work for the government" in connection with a trade mission to Caribbean countries. He expects to return to New York April 7.

Carnation Tests New Friskies Pet-Glo Liquid

LOS ANGELES, Dec. 16—Carnation Co. is running full-page newspaper ads in several test markets, including Columbus, O., for its new Friskies Pet-Glo liquid pet food for cats and dogs.

Thomas Leaves Crane Industrial Products Ad Post

CHICAGO, Dec. 16—Mel M. Thomas, manager of advertising and sales promotion for the industrial products group of Crane Co., has resigned, effective Jan. 15. Mr. Thomas, who has not announced his plans, said he resigned over "basic disagreements on programming development and authority concerning advertising and sales promotion." He reportedly will not be replaced.

(Additional News Flashes on Page 83)

Carson/Roberts, Grant Named for 2 Capitol Labels

LOS ANGELES, Dec. 15—Capitol Records Distributing Corp. has named Carson/Roberts to handle advertising for its Capitol records, and Grant Advertising for its Angel records. The two record labels have been handled as one account by Young & Rubicam for the past five years.

The Capitol organization has two other agencies, Frank Voss & Co., New York, which handles the Capitol Record Club; and Neale Advertising Associates, Los Angeles, which handles advertising for Capitol phonograph.

Capitol said advertising of the two labels has been split because they have separate identities. The Capitol label is basically confined to popular music, whereas the Angel label covers classical music.

The combined budget for the two labels is reported to be close to $600,000. The Capitol label budget is reported to be in excess of $500,000. #

Pepsi-Cola Tests No-Deposit Bottles

NEW YORK, Dec. 13—Pepsi-Cola Co. seems intent on covering all phases of the soft drink business.

In the past few years the company has introduced Pepsi in different-size bottles, Pepsi in cans, Teem lemon-lime drink and a Patio line of fruit-flavored drinks.

Today, the company announced that it is test marketing Pepsi in no-deposit, no-return glass bottles. This test is being conducted by bottlers in Augusta, Ga.; Birmingham, Ala.; Milwaukee; Plymouth, Mass.; and Ottawa, Kan.

Pepsi said that after the first of the year the no-deposit bottles will be available to all bottlers in quantity.

■ The convenience of no-return bottles will cost the consumer more. Pepsi estimated that the average price for a carton of six no-deposit 12oz. bottles will be 18¢ higher than the cost of the deposit-return type.

For example, in New York supermarkets the price of a six-pack carton is currently 49¢—plus 12¢ deposit on the bottles; a six-pack of the no-deposit bottles would thus run to 67¢.

Pepsi said that bottlers would pay about 3¢ for each no-deposit bottle. The approximate cost of a deposit-return bottle is 7¢—and this bottle can be used about 20 times. A can costs 4¢.

■ Herbert L. Barnet, president of Pepsi, told the *Wall Street Journal* today that 1960 has been a disappointing year although the company expects to be reporting net income of $14,400,000, compared with the $13,870,000 earned last year. Mr. Barnet also said that neither Teem nor Patio will contribute to profits this year or next. "We're making a gross profit on them," he said, "but we're plowing all of it back into advertising and promotion." #

Convenience, Thy Name Is Money

NEW YORK, Dec. 13—The dictum that convenience costs the consumer more was perhaps never more evident than in the prices set for Pepsi-Cola in no-deposit, no-return bottles.

The way it works out a consumer would obviously pay less money if he simply threw away the current deposit bottles than he will be paying when he buys the new no-deposit bottles.

By throwing away the deposit bottles instead of returning them to the store to collect 12¢ the consumer would be paying 61¢. However, when he buys Pepsi in the no-deposit bottle, he will be paying 67¢ for a six-pack carton.

■ Pepsi explains that this is the cost of convenience. The company points out that the no-deposit bottles are lighter than the deposit type, using less glass. The bottler will be paying 3¢ for each no-deposit bottle. This is a relatively high cost since he is currently paying 7¢ for a deposit bottle that he can reuse about 20 times.

Pepsi also points out that the convenience of cans costs even more—six for 78¢. And it notes that some vending machines sell a 6½oz. bottle of Pepsi for 10¢.

That's progress—the convenience way. #

WDAS Names Schorr

WDAS, Philadelphia, has appointed Herb Schorr national sales manager. Mr. Schorr was formerly general sales manager of WHAT, Philadelphia.

Ritchie Twin Spot Accepted at Minute Rate in 2 Markets

NEW YORK, Dec. 15—Harold F. Ritchie Inc. has been moderately successful in getting bargain spot television rates for two products.

The company is seeking to place schedules for a 30-second Brylcreem commercial back-to-back with a 30-second spot for Eno Salts at the minute rate. Thus far, the combined spot has been placed in only two markets, New Orleans and Wichita, Kenyon & Eckhardt said. K&E is the agency for Brylcreem, but the schedules are being placed by J. Walter Thompson Co., which handles Eno.

It appears, however, that several other stations will accept the spots. Lloyd Griffin, vp and tv director of Peters, Griffin, Woodward, said about one-third of the stations his company represents indicated they would take the combination commercial at the one-minute rate. The stations all said that they would not place another ad next to it, so as not to go against the National Assn. of Broadcasters tv code rule against triple-spotting.

■ The Brylcreem-Eno spot follows a similar pattern set by Uncle Ben's rice and M&M candies, a combined one-minute ad which was introduced a couple of years ago by Food Manufacturers Inc.; it is still running on three or four stations, one representative said.

A few stations represented by Edward Petry & Co. had been carrying the Uncle Ben-M&M spots but dropped the schedules when the new interpretation of the NAB code was announced last March.

The increasing controversy and confusion over spot tv rates has led Blair TV to recommend to its represented stations a policy concerning the 90-second commercial, an ad length gaining steadily in popularity. Blair TV suggests to its stations that if they accept schedules for 90-second spots for two unrelated products, they should charge twice the minute rate or the minute rate plus the rate of a station break.

If the commercial is for a single product, Petry recommends charging 150% of the one minute rate. The reasoning is that if it is for only one product, the station can still place another commercial next to it without fear of triple-spotting.

■ Among other trends seen in tv spot rates is one toward charging more for minute spots than for 20-second ads. Previously, most stations charged the same amount for both lengths. Now, when stations decide on a rate hike, they usually raise their minute rate, without changing the cost of the 20-second spot.

In most larger markets, stations also have reduced from six months to 90 days their price increase protection of advertisers carrying schedules. #

WONDERFUL ONE HORSE SLEIGH—*Undaunted by last week's 17" snowfall in New York, Bruce Dodge, exec vp of North Advertising (left), and E. L. Cournand, president of Lanvin Parfums, are driven in old-fashioned style to deliver Lanvin perfumes to Fifth Ave. department stores to fill Christmas orders.*

RAB to Reward Best Radio Commercial Creator with $1,000

NEW YORK, Dec. 15—Radio Advertising Bureau, always eager to improve radio selling, has set up major cash awards for "excellence in creative commercials."

The new awards, which will be offered for the first time in 1961, were announced today by Kevin B. Sweeney, RAB president. He said incentive awards of $1,000, $500, and $250 would go to the "Person most responsible for the best new commercials produced primarily for radio in the coming year."

Specific ground rules covering eligibility, time limit, judging, etc. will be sent to advertisers and agencies soon.

"These prizes will serve first to honor those often anonymous toilers, the people who create the many bright radio commercials we hear anywhere on the radio dial," Mr. Sweeney said. "Up to now, with few exceptions, these people haven't been given the recognition that is their due.

■ "We believe also that prizes of this considerable monetary dimension will serve to stir the creative juices of those creative people who think they're on the wrong side of the tracks when they're engaged in anything less costly than the production of a two-minute color tv commercial with no dialog and a cast of thousands, or a gatefold ad in four colors and with a sample of the product tipped on." #

Heritage Awards Established

Trustees of the National Cowboy Hall of Fame & Western Heritage Center, national memorial now under construction in Oklahoma City at 101 Park Ave., have established the "Western Heritage Awards." The awards are designed to recognize and encourage those who preserve the traditions and true flavor of the West in television, motion pictures, stories and music. Awards will be presented at the first annual Western Heritage Awards Dinner in Oklahoma City Jan. 31.

Plan Plans to Start National Ads in January

KANSAS CITY, Dec. 15—Plan Foods & Research Corp., formed about six months ago to develop products in the health food field, particularly in the calorie-control market, will break the first national advertising for Plan in *Life* Jan. 6.

Plan, a 900-calorie pre-mixed dairy product (AA, Dec. 5, 12), actually got off to a quick start in November, supported by ads which broke Nov. 16 in the inaugural markets. Since then, the company has spent more than $350,000 in dailies in more than 75 cities.

Based on projected sales, the company has drawn up a $1,200,000 ad budget for 1961, which may be altered, depending on sales.

H. S. Valentine Jr., president of Valentine-Radford, the Plan agency, told ADVERTISING AGE that in the four weeks following the Nov. 16 introduction, 1,250,000 units of Plan moved out of retail stores or home delivery trucks.

■ Priced to sell for 89¢ in stores (as are most of the similar competing products) and 89¢ to 99¢ home delivered, the fluid milk is packaged in 1 qt. milk cartons, color-coded to show the flavors—pink for vanilla, brown for chocolate. Butterscotch (yellow) and mocha (beige) also will be available in the near future.

The company has developed four different formulations to meet "every state or local requirement." State and local regulations governing dairy products vary across the country. The powder concentrate is shipped to dairies, where fluid milk is added according to the formula specification, then trucked to stores for dairy case display or directly home delivered.

■ Mr. Valentine said Plan is the only product in the dietary fresh dairy products field sold through food brokers. The company has 89 food brokers across the country distributing Plan. He said in several weeks, Plan will be sold "by major dairy factors coast to coast." Distribution will be reached in New York and New England markets in early January, backed by newspaper ads beginning Jan. 2.

The initial two-color half-page in *Life* Jan. 6 will be followed by "one or two" larger space *Life* ads in February.

Plan Foods & Research still is organizing its sales force and does not yet have an ad manager. #

FRESH PLAN—*Two-color newspaper pages like this are running in more than 75 markets to introduce Plan, which is rapidly reaching national distribution.*

Highlights of This Week's Issue

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Food & Drug Administration stresses shipments of Lever Bros. Summer County margarine and Kraft Foods' Parkay margarine for deceptive labeling. **Page 12**

The insurance industry turns out more advertising that is a waste of money than any other industry, Dick Twedt, president, Farson & Twedt, says **Page 15**

Tatham-Laird appoints nine senior executives management directors, a newly-created function ..... **Page 22**

Judge Julius J. Hoffman, U.S. district court, Chicago, rejects a plea by three major meat packing companies to modify a 40-year-old consent decree which prevents them from expanding their marketing operations outside of the meat products business ..... **Page 28**

Philco Corp. will enter the imported radio-phonograph market in this country by test marketing its British-made line in three areas ..... **Page 30**

National Centennial Commission sets up an advertising committee to help admen track down historically accurate information for tie-in ads with the 100th anniversary of the Civil War ..... **Page 32**

New York state's attorney general, Louis Lefkowitz, charges Nicholas Darvas, author of the bestseller, "How I Made $2 Million in the Stock Market," with giving "fraudulent and deceptive" investment advice in the book ..... **Page 36**

Industrial Dallas Inc.'s advertising campaign in national publications to attract businesses to Dallas brings 79 new plant leads ..... **Page 40**

James J. McCaffrey, senior vp, Ogilvy, Benson & Mather, discusses media department organization and functions ..... **Page 55**

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Dr. Edward Sheckman, president of Pharmacraft Laboratories, says small-volume companies can provide innovative leadership and thus compete with the giants in their fields on more than a size basis ..... **Page 72**

Red L. Foods Corp. will launch in January a new campaign for its frozen seafood dinners on six television stations in five markets ..... **Page 91**

Advertising Requirements survey finds that fascinating and universally appealing "sales promotion money" can be "minted" or "printed" without difficulty, but it will not produce goods results unless there's a sound sales promotion idea behind it ..... **Page 92**

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DDB Names Five VPs, Opens Office in San Francisco

NEW YORK, Dec. 13—Doyle Dane Bernbach Inc. has appointed five new vps—the first to be named in three years. And, on the West Coast, DDB has opened a San Francisco office, its third branch.

With the five new vps, the agency, however, still totals only an even dozen vps, a low percentage for a shop with nearly 450 employes on its staff.

The new vps are Helmut Krone and William Taubin, both group art directors; E. B. Weiss, director of special merchandising service (and an ADVERTISING AGE columnist); David Reider, a copy group supervisor; and Dorothy Parisi, assistant general manager. All have been with the agency for at least four years.

■ DDB's lineup of vps has been as follows—New York: Phyllis Robinson, copy chief; Robert Gage, art director; Marvin Corwin, in charge of marketing and plans; and Joseph R. Daly and E. T. Russell, both account supervisors; in Los Angeles: Ted H. Factor, in charge of West Coast operations; and Montgomery McKinney, account supervisor. There are no vps in Chicago.

DDB has named Lawrence C. Keller to open and manage its new San Francisco office. Mr. Keller, who has been an account executive in the agency's Los Angeles office, will be account executive in San Francisco for S&W Fine Foods Inc. and Reynold C. Johnson Co., Volkswagen distributor.

In announcing the new appointments, the agency said that in the three years since it most recently appointed vps, the agency has more than doubled its billings and number of personnel. #

Kerite Drops Tyson in 'Conflict' Over Cerro Account

NEW YORK, Dec. 15—O. S. Tyson & Co. has given up the Kerite Co. account after ten years as agency for the insulated wire and cable company. The move, according to the agency, was initiated by Kerite because of an apparent conflict of accounts.

Tyson recently was named to handle corporate advertising and product publicity for Cerro de Pasco Corp. and its subsidiaries. While Cerro's corporate business was apparently not in direct conflict, Cerro has a Circle Wire & Cable Corp. division which turns out products in competition with Kerite. Circle Wire & Cable, however, is handled by Marsteller, Rickard, Gebhardt & Reed.

Tyson was named to handle Cerro's corporate business a week ago, after competing against "five or six" agencies.

■ Cerro de Pasco officially changes its name to Cerro Corp. on Jan. 1. A major producer and manufacturer of non-ferrous products, the company reported sales of $180,000,000 last year.

Meanwhile, Tyson said, "It is the policy of the agency not to drop a smaller account for the sake of a bigger" and said that the decision to make the break came from Kerite. The agency added that Cerro's corporate ad investment is "a very minor percentage of the advertising by its divisions."

One Cerro subsidiary, Rockbestos Products Corp. (Marsteller, Rickard) has had a year's hiatus in advertising, but reportedly will resume ad activity. #

NIGHT SHIFT—*Charles V. Skoog Jr., president, and Theodore J. Grunewald, senior vp, sitting up late in the conference room.*

Nearing $13,000,000 Level . . .

Endicott Acquisition to Boost Billing of Hicks & Greist to $11,500,000 in '60

'Young People' Took Over Half-Consumer, Half-Industrial Agency

By Frank Sinclair

NEW YORK, Dec. 15—Having tied the laces tightly on the Endicott-Johnson shoe account last week, Hicks & Greist was striding out of 1960 with billings running, it said, at a $13,000,000 rate. Actual '60 billings will probably shake down to something like $11,500,000—still a long step up from 1959's total of $8,500,000.

"Under new management" for the past four years, Hicks & Greist in 1960 chalked up "the best single year" of its 30-year existence. Youngish veterans at the agency are currently voting themselves "the agency most likely to be going places."

In the past 12 months, Hicks & Greist has corraled nine new accounts, and tacked on three divisions of accounts already in the house. To cope with the added business, a New England regional office has been formed to handle five sectional accounts. This operation is called Hicks, Greist & O'Brien. In addition, a service office has been opened in Chicago and more space leased at 555 Fifth Ave., where the agency now occupies three floors.

■ Riding an updraft is a little heady. Charles V. Skoog, 43-year-old president, recalled that when the shop was in the $7,000,000-a-year class, "if we had a product it was always number two in the field; if we had a vacuum cleaner, we were always fighting General Electric." Today there's a not-so-subtle difference. Today, said Mr. Skoog, their products are leaders.

Harry L. Hicks Jr., exec vp, added, "Back in 1954, House of Lords pretty much had the market locked up in imported gin. Today, after

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Giving, Receiving Yule Business Gifts Equally Unblessed, Some Companies Feel

CHICAGO, Dec. 14—Whether an employe of a company can accept a gift at Christmas time from a business contact depends on what company he works for.

A survey of a number of leading companies contacted by ADVERTISING AGE concerning gift-receiving practices disclosed that policies range from no restrictions on business Christmas gifts to strict regulations against accepting any presents.

There appears to be no pattern on policies as far as an individual segment of business is concerned. For example, in the tobacco industry, American Tobacco Co. has a rule forbidding acceptance of gifts "in excess of normal and reasonable business courtesies." On the other hand, Philip Morris has placed no restrictions on the receiving of gifts.

Following are the gift-receiving policies of companies surveyed by AA:

■ Quaker Oats Co. adopted a policy about three years ago which forbids the acceptance of business Christmas gifts by employes. Suppliers to the company were notified by letter at that time about the restriction.

A Quaker Oats policy manual states: "Good business practice makes it imperative that as a company we steer clear of possible embarrassment that can be created

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Now Is Time for All Good Agency Men to Send in Agency Billings Questionnaires

Questionnaires have been mailed to advertising agencies in the U. S. and abroad, requesting 1960 billings information for ADVERTISING AGE's 17th annual exclusive compilation of agency billings.

Last year billings information was presented on more than 600 agencies, including all agencies billing $5,000,000 or more in 1959.

For inclusion in this important list, agencies must return their questionnaires promptly. A form has been sent to the head of every listed agency. If you have not received yours, write John Crichton, editor, ADVERTISING AGE, 630 Third Ave., New York 17, for a duplicate.

Co-op Allocation: 100% . . .

Nothing Sleepy About GE's Clock Swap Plan

GE Unit Reports 'Sweep' Cleaned Out Non-Current Models, Zoomed Ads, Sales

NEW YORK, Dec. 13—In 1959, General Electric Co. found that 35% of its distributors' inventories consisted of "inactive" and obsolete clocks. So GE's clock and timer department started a "barrage" of newspaper advertising that continued through 1960. Linage for the first nine months of '60 ran 83% ahead of last year.

The advertising spurt, said Allen G. Bradford, specialist in promotion in the clock and timer department, was touched off by a "clean sweep" program designed to give a fresh start to everyone in the company's clock business.

Mr. Bradford told a workshop of the Assn. of National Advertisers here that the "clean sweep" program was met initially by everything from "wild enthusiasm to utter disbelief."

■ Under the plan, the company accepted as returns all GE clocks still on the shelf. Distributors, in turn, obtained a free clock to replace the exchanged model, provided they purchased an additional clock at the same price. When a distributor returned $1,000 worth of discontinued models, he ordered $2,000 worth of current models, but paid only $1,000.

"Results were beyond our belief," he said, adding that "95% of all discontinued clocks were returned from distributors' inventories.

"Now, with a current and fast-moving line in their hands, our distributors and retailers were in a position to fully capitalize on the promotions and advertising programs featuring the new General Electric clocks. Cooperative advertising allowances dovetailed with our own national advertising and an over-all re-engineering of the entire selling force was very evident.

"The returned merchandise was resold, but outside of our regular distribution system and in a way which did not adversely affect it," he said.

■ Mr. Bradford said the "clean sweep" was an industry first. It was "certainly not for the faint-hearted."

One top product, GE's Snooz-Alarm clocks were offered at temporarily reduced prices, provided old spring-wound or electric clocks were traded in.

The program lasted nine weeks,

(Continued on Page 91)

Rural Electric Co-ops Will Back Electric Living Push

WASHINGTON, Dec. 13—Rural electric cooperatives throughout the country are backing a unified promotional effort to sell "electric living" to 25,000 homes in 1961.

The electric companies, members of the National Rural Electric Cooperative Assn., have called on manufacturers to plan special product advertising for the year-round campaign, authorizing dealers to make copy changes for local promotions.

The rural electric companies are keying the "electric living" program to the ideal home—the Gold Medallion Home. To receive a Gold Medallion, homes must have an electric range, water heater, and two other major appliances.

■ The special item promotions will be advertised as "Another

(Continued on Page 91)

Outdoor Operator Finds Music's Charms Don't Necessarily Soothe as Ploy Backfires

PORTLAND, ORE., Dec. 14—C. E. Stevens Co., an outdoor advertising company, which had hoped to "make some symphony supporters feel friendly about outdoor advertising" by placing a poster publicizing the Portland Symphony Orchestra on a sign at a controversial site, has been angrily told by the symphony's head to remove it.

The outdoor operator was accused by Mrs. Walter McMonies, president of the Portland Symphony Society, of attempting to use the symphony "as a screen for . . . flagrant disregard of public opinion" and committing an "outrage" against society members who had opposed erection of the sign.

■ Robert D. McGuire, manager of the outdoor company, denied it had attempted to "use" the symphony. The poster was removed.

Mr. McGuire explained that the company had in the past given the symphony free poster space and that public service posters are always displayed first at new sign locations.

■ The furor subsided when Nalley's Potato Chips replaced the symphony on the sign, whose erection had been fought by Mrs. McMonies and various groups "concerned with city beautification." #

BOTTLED—*National Drinks Bottling Co., Gardena, Cal., is using two-color ads like this in newspapers to introduce Orange-Crush into the Los Angeles market. The drink, franchised by Crush International, Evanston, Ill., is being introduced in a no-deposit throwaway bottle.*

Vendo Tests First Coin-Operated Grocery-Snack Shop Drive-in in K.C.

15 Machines Dispense Burgers, Toothpaste, Bread, Etc., (5¢ to $1.50)

KANSAS CITY, Dec. 13—An automatic drive-in restaurant and grocery store, first of its kind in the country, is now in full 24-hour operation here.

A pilot installation of the Vendo Co., world's largest maker of vending equipment, it dispenses hamburgers, cheeseburgers and milk shakes as well as dairy products, eggs, bread, candy, frozen foods, bacon, bologna, soap, toothpaste, tissue and other products.

Items sold range in price from 5¢ to $1.50. The vending machines do not make change, but coin changing machines are part of the facility. In addition to the 1,400 sq. ft. building, there is a 400 sq. ft. outdoor patio for limited dining, plus parking space for 40 cars.

Designed for year 'round operation, the drive-in is heated by reflected infra-red rays from quartz lamps.

■ The new drive-in "will demonstrate the limitless uses to which automatic vending may be put," according to Robert W. Wagstaff, chief executive officer of Vendo, a $50,000,000-volume company.

Of the 15 individual, coin-operated vendors, which are 79" high and 36" wide, nine sell prepared foods and selected packaged grocery items and six dispense cigarets, candy, coffee, ice cream, milk and soft drinks. The grocery area offers between 40 and 50 items, which are changed frequently.

The drive-in includes a kitchen that provides most of the prepared food items. A manual service counter is open from 11 a.m. until about midnight. Automatic service is available around the clock.

The customer sees the item he purchases before he deposits his money. All of the Visi-Vend cabinets have adjustable turntable shelves, which revolve, bringing a new item before the display door every time an item is bought. #

Kempner Heads Center's Expanded Media Research Unit

Colin Kempner has been named director of Communications & Media Research Services, a subsidiary of the Center for Research in Marketing, Peekskill, N.Y. With the center since 1958, Mr. Kempner, a social psychologist, succeeds Dr. Sidney Lirtzman, who has resigned.

Mr. Kempner announced that the media research unit will expand its operations next year to include testing of package designs and television commercials via closed circuit tv.

HAMBURGERS & ORCHIDS—*At the University of Kansas, Lawrence, Vendo Co. has a pilot installation that sells frosty malts and hot hamburgers within inches of one another in the same cabinet, while a companion machine offers fresh corsages.*

Vodka Outsells Scotch in First Six Months: 'Newsweek'

NEW YORK, Dec. 13—If current sales volumes continue, vodka sales may soon top such distilled staples as scotch and gin, according to a rundown on the vodka market issued by *Newsweek*.

The market report, prepared for the magazine by Clark Gavin Associates, said vodka sales hit 3,361,700 cases in the first six months of 1960, as against an estimated 3,200,000 cases of scotch and 4,200,000 cases of gin.

■ In 1951, national vodka sales totaled less than 500,000 cases. By 1955, vodka volume approached 2,500,000 cases, and in 1959, sales exceeded 6,000,000 cases. By 1965, *Newsweek* predicted, vodka sales might reach 11,000,000 cases—a 75% increase over '59 consumption.

The report noted that vodka sales increased in all regional markets in the U.S. since 1951. Overall increase for the beverage in the 1955-'59 period was 159%, against a 9% gain in volume for all other distilled spirits. #

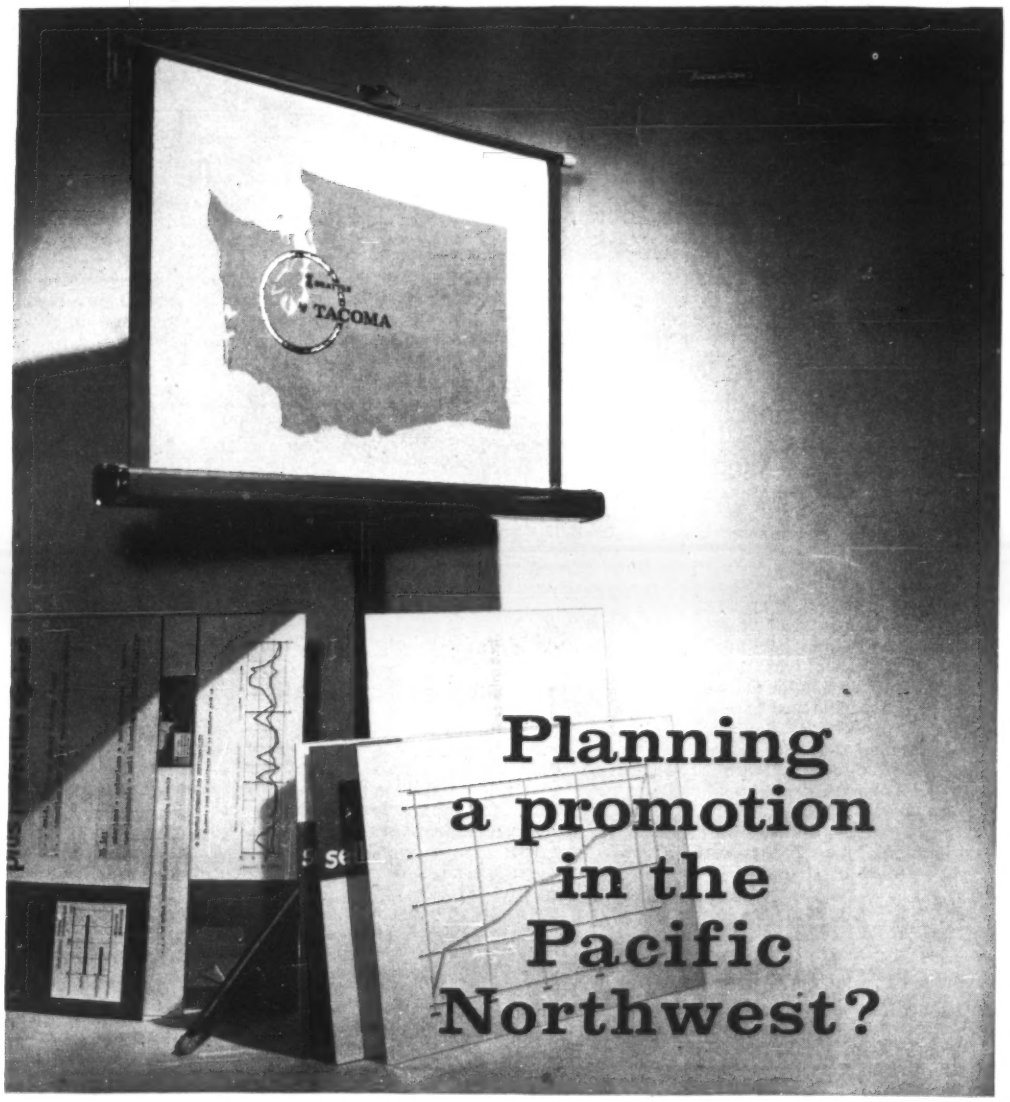
Adams Leaves 'Institutions' to Enter Law Business

George L. (Roy) Adams has resigned as sales manager of *Institutions Magazine*, Chicago, after 15 years with the publication. Mr. Adams, who passed the Illinois bar examination in 1945, will enter law practice for the first time with a Chicago law firm.

Mr. Adams joined *Institutions Magazine* as a midwestern sales representative and was promoted to sales manager in 1955. The publication will not name his successor until after Jan. 1.

Donut Chain Names Sackel

Dunkin' Donuts of America Inc., Quincy, Mass., operator of a chain of donut shops, has appointed Sackel-Jackson Co., Boston, as its agency.



Planning a promotion in the Pacific Northwest?

THINK TWICE ABOUT TACOMA

First: always think of Tacoma as a vital segment of the dominant Puget Sound Circle—biggest market in the Pacific Northwest.

When your sales forces work this Puget Sound market, nine times out of ten they cover retail outlets in both Seattle *and* Tacoma *at the same time.* When distribution and merchandising is set in *both* metro areas, the advertising breaks.

Unless it breaks *in Tacoma at the same time,* a good quarter of your sales-merchandising effort is wasted.

That's because of the second thought you have to keep about Tacoma.

It's a market that can *not* be covered by *any outside newspaper* or any combination. Only the dominant Tacoma News Tribune—now delivering more than 85,000 daily—can do the job.

3,400,000 men and women hold in their hands the future of your business!

1,700,000 couples will decide in 1961 whether they want to do business with you, or not. They are getting married—are forming their brand preferences for years to come. These important young couples will spend $9 billion in 1961 for what they eat and use—will grow steadily in numbers to become the biggest market for your products—the American Family. Dozens of manufacturers of packaged foods, household and personal products are using the low-cost BRIDAL-PAX program of Controlled Product Sampling to capture this basic market—are making sales gains up to 242%, assuring big profits for years to come.

Find out what BRIDAL-PAX can do for you, too. Call IVanhoe 5-0660, or drop us a note.

BRIDAL-PAX, INC.

Controlled Product Sampling

25 Hempstead Gardens Drive • West Hempstead, N. Y.

Offices in principal cities: United States, Canada and Great Britain

The most powerful selling force in print

This Week
MAGAZINE

CIRCULATION MORE THAN

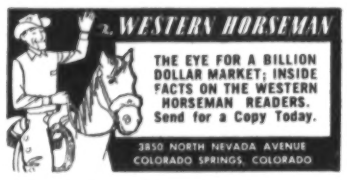
13,000,000

Ad Workshop Scheduled

A workshop in advertising and promotion will be held Jan. 6-7, at the Princess Kaiulani Hotel, Honolulu, prior to the Pacific Area Travel Assn.'s conference, to be held Jan. 9-13. Subjects covered in the workshop will include direct mail, promotion among women, a travel film critique session and the mechanics of a marketing organization.

Nielsen Expands to Hawaii

A. C. Nielsen Co., Chicago, has established its Nielsen Food Index services in Hawaii. First reports on the state will be issued early next year.


WESTERN HORSEMAN
THE EYE FOR A BILLION DOLLAR MARKET; INSIDE FACTS ON THE WESTERN HORSEMAN READERS.
Send for a Copy Today.
3850 NORTH NEVADA AVENUE
COLORADO SPRINGS, COLORADO

Clay Buckhout Files $550,000 Libel Suit Against Gallagher

NEW YORK, Dec. 15—F. Clay Buckhout, vp and advertising director of *Life*, has filed a libel suit in U.S. district court here seeking $550,000 from Bernard P. Gallagher, publisher of "The Gallagher Report."

Mr. Buckhout charged that the December issue of "The Gallagher Report" carried an item that "was written, edited and published by the defendant with actual malice and intent to injure plaintiff."

The "Gallagher Report" item according to the complaint, said:

"Streamlining at Time Inc. Jim Linen recently dropped 140 from *Life* alone. 40 from marketing. 30 from retail promotion. Several departments consolidated. More will be slimmed down.

"New ad director. Clay Buckhout on the way out for some time. Final step very close. Who will take his place? Jim Dunn considered too unseasoned. Most likely choice: Pete Callaway. Eventually Callaway will replace Jackson as publisher of *Life*. Then Dunn will get the ad director post."

■ Harold R. Medina Jr., Mr. Buckhout's attorney, said Mr. Buckhout "personally instituted" the suit "with the full knowledge of Time Inc.'s officials." Mr. Buckhout said the Gallagher item "is false, was false at the time of its publication and was known by the defendant at that time to have been false."

The *Life* ad boss said the item damaged him to the extent of $50,000. He asked the court also for punitive damages of $500,000 "by reason of the intentionally malicious publication of that item."

■ In his complaint, Mr. Buckhout charged that Mr. Gallagher was employed "amongst other things, in writing, editing, and publishing a periodical letter entitled 'The Gallagher Report' which consistently incorporates in substantial degree intemperate, false and scurrilous statements concerning activities and persons in the publishing and advertising fields."

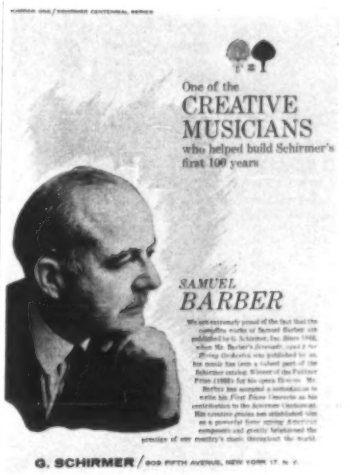
■ Mr. Gallagher said today that he had "no comment" on the legal action, since "I really haven't read the complaint and I haven't seen it. I've heard about it, but it hasn't been served on me." #

Pollard & Hamer Moves

Pollard & Hamer, Kansas City agency, to announce its move to new quarters at 2727 Main St., tipped in a 1960 quarter in a direct mail piece to clients and friends.

'Ark. Farmer' Names Rogers

W. B. Rogers has been named editor and advertising manager of the *Arkansas Farmer*, Little Rock. He formerly was assistant editor with the Arkansas Agricultural Extension Service.



CENTENNIAL SERIES—*G. Schirmer Inc., New York, will observe its first 100 years as a music publisher with institutional ads like this one, starting in January issues of music media.*

Schirmer Campaign to Mark Centennial as Music Publisher

NEW YORK, Dec. 13—G. Schirmer Inc., which claims to be the world's largest music printer, will celebrate its 100th anniversary with a series of musical events and a year-long institutional campaign in 1961.

The institutional ads will feature one composer per ad with the headline, "One of the creative musicians who helped build Schirmer's first 100 years." The first ad will picture Samuel Barber; others will feature Leonard Bernstein, Gian Carlo Menotti, etc.

Starting in January, the ads will run in music media, including *American Music Teacher, Choral & Organ Guide, Diapaison, Musart, Music Educators Journal, Music Journal*, "Notes" (Library of Congress music publication), and *The Bulletin* (official organ of the National Assn. of Teachers of Singing).

■ The company is also undertaking a program of special commissions and publications planned around its centennial theme of service to music. Easley Blackwood, 26-year-old Chicago composer, has been commissioned by Schirmer to write his second symphony, and its premiere with the Cleveland Orchestra Jan. 5 will officially launch the celebration.

Another commission went to Samuel Barber for his first piano concerto, and its premiere will be another centennial festivity. A new workshop opera by Alec Wilder and Arnold Sundgaard has also been commissioned.

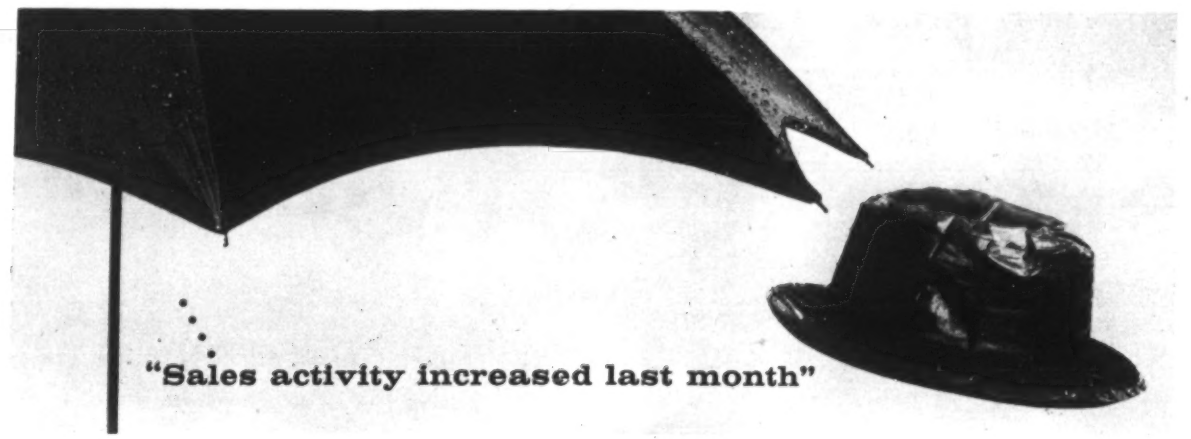
Starting in 1961, the company also will provide two scholarships a year at the National Music Camp, Interlochen, Mich. For its centennial contribution to literature, the company is publishing a collection of new articles, titled "One Hundred Years of Music in America."

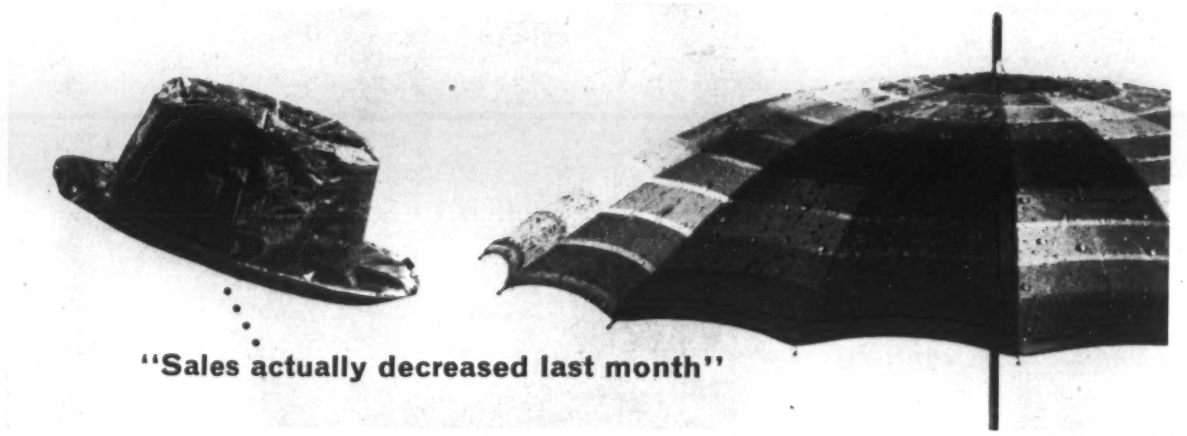
■ A centennial seal has been designed and will appear on all printed material, publications and advertising during 1961. The seal combines Schirmer's leafy 100-year-old trademark with a modern abstract version of the tree of growth, "representing progressive growth during the company's second century."

The company's ad department is handling the campaign. #

'Sports Car Graphic' Bows

Petersen Publishing Co., Los Angeles, has reactivated *Sports Car Graphic* as a monthly beginning next April. Ad rate for a b&w page is $500; the initial print order is 135,000 copies. A. M. Benedict is ad director and John Christy is editor.





WHEN YOU'RE MISUNDERSTOOD

. . . through faulty group communication . . . it can cost you money and slow down an otherwise smooth operation. That's why it pays to ask The Jam Handy Organization for effective help when you want to get the right idea across to the right audience.

We're specialists in visual communications, experienced in all techniques. On your next critical group communications assignment, large or small, ask the help of

THE JAM HANDY ORGANIZATION

NEW YORK CHICAGO DETROIT HOLLYWOOD

BUILDING-PRODUCTS AD REVENUE GOES UP, UP, UP!

In the first nine months of '60, the Post gained 36 pages and almost two million dollars revenue in building-products advertising over the same period last year.* This investment in the Post by building-products advertisers is far greater than in any other magazine in the Post's field.

A few reasons why the Post is your number one buy: Your Post ad page gets 37% more opportunities to sell the average reader than the same ad in the other big weekly. And one million more opportunities to sell folks who plan to expand or remodel . . . and who have the money to do it. (Post readers have the highest median income in the general weekly field.) All good reasons why you'll build bigger and better sales—when you're in the pages of the Post!

READERS TURN AND RETURN TO YOUR AD PAGE IN THE POST—THE HI-FREQUENCY WEEKLY!

*SOURCE: PIB H-500

This Week in Washington . . .

New Secretary of Commerce Hodges May Make Dept. Effective for Business

By Stanley E. Cohen
Washington Editor

WASHINGTON, Dec. 15—In Gov. Luther Hodges of North Carolina, the Department of Commerce seems to be getting a boss who will lead it into a new era of unusual influence and effectiveness.

The governor was here this week to look over the domain where he is to operate after Jan. 20. At a joint press conference with Secretary Frederick Mueller—the man he is replacing—he gave Washington newsmen a chance to take his measure.

The Department of Commerce is supposed to be "the business man's spokesman at the cabinet table," but it has often failed to live up to its billing.

■ In New Deal days, it was sometimes headed by officials who were largely isolated from the business community. Recently, the department has struggled manfully to establish contacts with business leaders, but its advances haven't always been productive.

The governor said Tuesday that he is struck by the fact that the Commerce Department's $500,000,000 budget is about the same size as the budget of North Carolina, and that it employs about as many people.

Actually, the influence of the Commerce Department can't be measured by the size of its budget or its payroll. Most of the money and manpower is engaged in relatively routine administrative jobs—the highway program, the airways, the sea lanes, patents, the census and the technical research of the National Bureau of Standards.

■ As Secretary of Commerce, Gov. Hodges has no direct influence on the behavior of the market place. If he's to command the confidence of business men, he'll have to show that he can be as useful to business as the Treasury or State departments—which have a lot to do with the level of taxes, and the terms on which business is conducted.

At 62, Gov. Hodges will be a senior member of the Kennedy cabinet. While his national reputation is based on his achievements as chief executive of North Carolina, his political career spans only six years. Most of his life has been spent in the textile industry, where he was general manager of 29 Fieldcrest mills.

■ During the press conference here, he seemed most interested in talking about the need for more active promotion of international trade. When reporters dug for his ideas on a variety of subjects—including the business recession, he changed the subject as quickly as courtesy permitted. On international trade he was responsive—almost eager—to talk.

In North Carolina, his greatest achievement was his vigorous effort to draw new investment capital to the state. "What we did in North Carolina, we can do on the international scene," he declared.

More export trade, and more vigorous promotion of "visit the U.S.A." tourism can correct the balance of payment situation, he suggested. Trade has advantages in building good will, too. "It brings people together."

■ Under Secretary Mueller, the Commerce Department has been taking an increasingly direct role in helping U.S. business men find new markets overseas. Was he satisfied with the department's current program in the field or trade promotion?

"Until Jan. 20," he said, "this is Secretary Mueller's budget, and he will defend it. After Jan. 20, I will defend it—with such changes as I think necessary."

His skill in handling touchy questions was impressive. With Secretary Mueller at his side, he was asked if he thought it would be necessary to make important organizational changes at the department. "Anybody organizing a business and setting up a new staff is bound to make changes," he said. "But at this point I see nothing radical."

■ Here's how he reacted on a variety of subjects:

• **The business outlook:** There's been an easing off in business, but he hopes for improvement in the spring. If the Kennedy administration does consider giving business a shot in the arm, he'd expect that the Commerce Department will have a voice in making the decision.

• **On proposals to set up new government programs:** If there's to be a depressed area program, he'd like to see it set up in the Commerce Department.

• **Highway program:** As governor of North Carolina, he has found that the public supports the interstate highway program and wants the highways built. "We've got to complete the program," he declared.

• **Drugs:** In North Carolina, he has never refused to buy drugs from foreign suppliers who underbid U.S. companies. "We bought by sealed competitive bid," he explained. "Low bidder gets the business if he measures up to the standards."

• **"Buy American":** His experience in the textile industry convinced him that wage differentials aren't the only reasons why foreign producers operate successfully in U.S. markets. Foreign newspaper editorials expressing concern about his textile industry background are nonsense. "I'm surprised anyone would even think of it," he said.

■ Before the press conference he had spent six hours with Secretary Mueller, studying the organization and activities of the department's many branches. He walked through the department's main entrance unescorted at 9 a.m., wearing the white carnation that has been his trademark. Under his arm was a bulky "briefing manual" which Secretary Mueller provided so that he could be prepared in advance.

Wednesday he dropped by the Kennedy home in Georgetown. Later he reported the conversation touched on other appointments which are to be made in the department. Two under secretaries and three assistant secretaries must be nominated by the new President. Gov. Hodges refused to talk names at this time. But he did report that the conversation included the discussion of new people to head up Commerce Department's office of information, and a new chief for the promotion of foreign trade. #

Miller Joins Kirby

Harold Miller, formerly with the Southern Management Institute, has joined Verne Kirby Advertising, New Orleans, as vp in charge of the agency's new marketing and management department.

SIMPSON-REILLY, LTD.
Publishers Representatives
SINCE 1928
LOS ANGELES HALLIBURTON BLDG.
SAN FRANCISCO CENTRAL TOWER

Q: What makes Big D big?

Among metropolitan areas with over a million population . . .
DALLAS IS SECOND IN SALES ACTIVITY!
Index of Sales Activity, S.M., July 10, 1960

Nothing ACTIVATES SALES in Big D like advertising in The Dallas News! It's the one newspaper with big enough circulation, strong enough influence to sell both *Dallas* and *the surrounding market that accounts for 26.4% of Big D's retail volume!*

The Dallas Morning News
CRESMER & WOODWARD • National Representative
THE LEONARD COMPANY • Florida Travel Representative

This year, advertisers invested
over $59,000,000 in Look Magazine
In all publishing history,
only two other magazines—Life
and Post—have carried as much
advertising in a single year.

During the past five years,
one of these three top-revenue
magazines has gained more
ad revenue and more ad pages
and more circulation by far
than either of the other two.
That magazine is LOOK.

More and more, readers and
advertisers alike are responding
to the vital force of LOOK's
exciting story of people...
are turning to LOOK for leadership
in the sixties.*

LOOK

SUCCESS IS A JOURNEY—NOT A DESTINATION

**In 1960 vs. 1959, LOOK gained virtually as much ad revenue as—and far more ad pages than—Life and Post combined. Latest LOOK circulation guarantee, effective July 18, 1961: 6,500,000*

Ad Field Has Higher Ethics Than Many Businesses: Guild

SAN FRANCISCO, Dec. 13—The practice of advertising and four of its practitioners entered the arena of entertainment here tonight on KGO-TV's "Baghdad-by-the-Bay," a locally produced hour-long tv discussion show, which has as its hosts William Winter, newscaster, and Herb Caen, *Chronicle* columnist.

The result was a fast moving, often funny, occasionally instructive dissection of advertising's deeds and misdeeds.

Playing the roles of accuser and defender at the same time were Howard Gossage, partner with J. J. Weiner in Weiner & Gossage; Daniel H. Lewis, president of Johnson & Lewis Advertising; William Matthews, vp and general manager of Foote, Cone & Belding; and Walter Guild, president of Guild, Bascom & Bonfigli.

Messrs. Winter and Caen, as moderators, kept the conversation with the four agency executives at the "hot and heavy" level as they tossed around just about every criticism that's been directed recently at advertising, media, methods and people in the business.

■ Walter Guild, whose agency handled advertising for the Democratic National Committee during the recent election campaign, admitted that he'd like to be appointed "postmaster at Taylorsville, Cal.," a small mountain town where he maintains a vacation cabin "and the fishing is always good.

"Seriously, however," Mr. Guild declared, "although we have our share of hucksters, just as the legal profession has its shysters and the medical field a few quacks, I'm proud to be in advertising. On the whole I think we maintain a much higher set of ethical standards than do many types of business."

Advertising agency work was defined by Mr. Guild as "a profession," while advertising in general he described as an industry.

Advertising, Mr. Guild contended, "does not and cannot manipulate the public, and there is no validity whatsoever to the 'Hidden Persuader' theory. We are just now beginning to understand motivations and why people buy, and it would be a bad mistake for us in advertising not to try to explain the facts of advertising life to the critics of advertising," he said.

■ Both Mr. Caen and Mr. Winter obviously had read Vance Packard's books, and they repeated the assertion that advertising attempts to "sell people things they don't want or need."

All four of the agency executives jumped into this one, with Mr. Guild admitting that "advertising does have the purpose of making people want things. This is good and desirable and is one of the ways in which advertising serves as a means of forestalling the growth of monopoly," he said.

"Advertising," Mr. Guild continued, "helps to build volume for the maker of any given product. Volume inevitably results in a lowering of costs and advertising thus helps to keep prices down."

Mr. Guild explained that "there are, unfortunately, some pretty big ad agencies in the U.S. that are consistently guilty of producing very offensive advertising—particularly in the field of proprietary medicines—and this bad advertising reflects adversely on all advertising."

■ Mr. Gossage agreed that "there is an irritation factor that relates to all advertising and people will quickly and easily transfer their annoyance over a specific piece of bad advertising to all aspects of advertising."

Mr. Matthews also agreed and pointed out that "advertising sins usually are committed right out in public, and few though they may be, they are spotlighted to a much greater degree than the mistakes of other industries."

Mr. Gossage asked: "Who is in charge, who holds the reins and who can say no to the horrible parts of advertising. The man who owns the media being used should be in charge."

Mr. Matthews answered Mr. Gossage by declaring that "media bosses could stop false and misleading or offensive advertising very quickly and easily, by simply refusing to accept it."

■ Mr. Lewis contended that "more and more advertising is being used to sell an over-all concept of a company, as well as a specific product."

The result, Mr. Lewis believes, "is a greater trend toward the so-called 'soft sell' in advertising. No one wants to produce bad advertising, because bad advertising does not sell. If an ad in a magazine or a newspaper, or a commercial on radio or tv is in bad taste, it is ineffective, and eventually it will disappear."

In talking about television programs, as well as commercials, Mr. Guild contended that "the advertisers do not have much control over the content of tv programs. They have to take what's made available to them."

All four of the agency men agreed that "far too much stress is put on audience ratings, which only can tell you the possible size of the audience watching the show.

■ "And a big audience," Mr. Matthews said, "does not necessarily mean big sales for the product being advertised on the show being watched by the big audience. With tv and radio we still don't know too much about the audience. With magazines and newspapers we know a great deal more about the composition of the audience."

All that a radio or television program does for an advertiser, Mr. Guild declared, "is to supply an audience in a receptive mood if the program is good. The commercials must do the selling and agency people want better programs because the simple truth is that the sponsor's interest is served best by good programs."

During the course of the program Mr. Caen asked Mr. Gossage whether or not "you were sort of biting the hand that feeds with that article you recently wrote for *Harper's Magazine* attacking outdoor advertising?"

Mr. Gossage replied that "I like outdoor advertising, but I just don't believe it should be outdoors. People should have the freedom of choice to be able to twist off the tv dials or refuse to read a newspaper ad, but they become a captive audience when driving along a highway."

■ The one area on which all four men were in complete and harmonious agreement was in relation to a comment by Mr. Gossage on what people could do about advertising to which they object.

"Write a letter to the president of the company," Mr. Gossage suggested. "One such letter will certainly get prompt attention and two or three in a day will cause the guy to push the panic button and raise all sorts of cain at the ad agency." #

Matthews Gossage Caen Guild Lewis Winter

AD CHAT—*Discussing criticism of tv on Herb Caen and William Winter's KGO-TV show were William C. Matthews, Foote, Cone & Belding; Howard Gossage, Weiner & Gossage; Walter Guild, Guild, Bascom & Bonfigli; and Daniel Lewis, Johnson & Lewis.*

Humble Oil Shifts Execs in Revamp of Its Marketing

HOUSTON, Dec. 15—Humble Oil & Refining Co., principal domestic affiliate of Standard Oil Co. (New Jersey), has announced plans to eliminate its divisional setup for a regional organization drawn along geographic lines.

Under the new arrangement, Humble's present operating divisions, such as Carter, Humble, Pate and Esso Standard, will cease to exist as separate divisions. In their place Humble will establish four regions to carry on marketing, production and exploration operations.

General headquarters for Humble will remain in Houston, while regional offices will be maintained in New York for the Esso Standard/Eastern region, in Tulsa for the central region, in Houston for the southwest region and in New Orleans for the southeastern region. Only Esso Standard will continue to use the former divisional designation.

Humble said the plan will become effective immediately "in principle," and will be "implemented as rapidly as operations permit." It will have no effect on the company's product brand names, "which are determined by factors other than this realignment," Humble said. #

NADI Expects Volume Rise

The National Assn. of Display Industries reports its members anticipate an increase in 1961 volume. Among the reasons for this is the continued building of big suburban stores and regional shopping centers, with emphasis on interior displays. Another is the continuing trend to self service store departments. NADI held its spring market week in New York Dec. 4-8, at which more than 80 manufacturers displayed their lines.

FTC Examiner Says Foremost Dairies Must Divorce 9 of 21 Acquisitions

Haycraft Holds National Ads of Little Value as Local Dairy Business Aid

WASHINGTON, Dec. 15—A Federal Trade Commission hearing examiner ruled today that Foremost Dairies, Jacksonville, should be required to dispose of nine competing milk and dairy products processors and distributors which it acquired in California, Hawaii, Texas and three other areas.

■ In an initial decision, still subject to review by the commission, Examiner Everett Haycraft said nine out of a series of acquisitions in 1952 and 1953 eliminated competition or tended to give Foremost a decided advantage over remaining competitors. In 12 other instances, he ruled, acquisitions were of only local importance, or were in areas where Foremost had not achieved a decisive competitive advantage.

With respect to the contention that Foremost's national advertising gives it a decided advantage in any field it enters, the examiner said the record shows that in the dairy industry, national advertising "is not a good weapon in obtaining business in local areas."

■ His decision dismisses the contention that Foremost is a competitive threat under all circumstances because of its national advertising, and its highly developed merchandise techniques.

"It is true that officials of respondent contemplated such an advantage at the time they acquired Golden State, but subsequent developments did not support that belief."

■ The mergers which the examiner proposed to unscramble involved Banner Dairies, Abilene, Tex.; Phenix Dairy, Houston; Tennessee Dairies, Dallas; Southern Maid, Bristol, Va.; Welch Milk Co., Welch, W. Va.; Crescent Creamery Co., Sioux Falls, S.D.; Moanalua Dairy and Rico Ice Cream Co., Honolulu; and Golden State Co., San Francisco. His order contemplates disposal of stock, facilities, good will, trademarks and all other rights acquired through merger.

While he ruled against Foremost in nine instances where it had acquired the facilities of competitors, the examiner rejected proposals by Federal Trade Commission lawyers that he issue an order to prevent Foremost from engaging in further mergers in the future.

"The adoption of such a theory," he said, "would put American business in such a straitjacket that it would be impossible for a corporation, in any industry, to expand by acquiring concerns in other geographical areas."

■ The examiner emphasized that the impact of a merger must be considered on an individual basis to determine where "a culmination of acquisitions produces the unlawful effect."

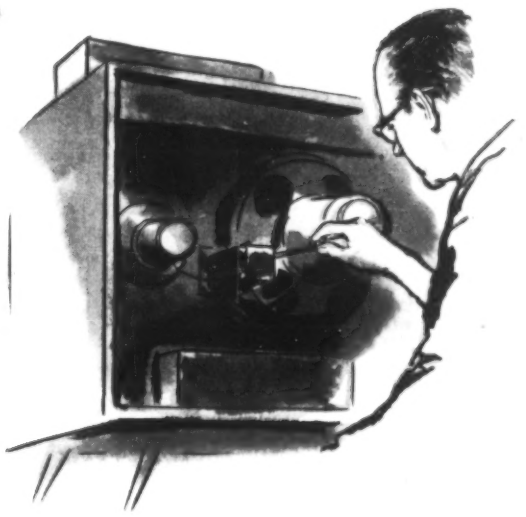
His opinion said, "It is our opinion that so long as Foremost, in its program of expansion, went into geographical areas in which it had not theretofore been engaged in the dairy business, and purchased existing processors of dairy products that were not in a dominant position in the relevant market area in point of production and sales or share of market at the time of their acquisition, thereby gaining a decisive competitive advantage immediately in that area, such acquisitions were not in violation of Section 7 of the Clayton Act.

"In the present case," he said, "where Foremost made its mistake was in making further acquisitions in those areas where it had already established itself and where, as a result of such second or third acquisition it was placed by this cumulative process in a position of leadership, thus gaining a decisive advantage over its competitors."

■ The Banner, Phenix and Tennessee acquisitions in Abilene, Houston and Dallas completely eliminated competition. "Foremost became a major factor in many of the chain stores and supermarkets in those urban market areas and the consuming public, buying through them, was deprived of the benefit of pre-existing conditions."

The Golden State acquisition tended to give Foremost "a decided advantage over all competitors in the state of California," he said, "not only in the production and sale of fluid milk, but also of ice cream. Furthermore," he wrote, "in the California areas, there was a definite tendency toward undue concentration in the respondent and three other nationwide dairy companies: Borden, Carnation and Beatrice."

The two Hawaiian mergers gave Foremost 30% of the market for fluid milk in Honolulu, he reported. The Crescent acquisition gave Foremost a dominant position in Sioux Falls. The Southern Maid and Welch moves made Foremost a major factor in Bristol, and in nearby Johnson City, Tenn., and Kingsport, Tenn. #



crossover

crossover

crossover

A crossover network separates broad frequency signals into narrower frequency bands.

In the familiar hi-fi set, the crossover distributes high notes to the tweeter speaker; low notes to the woofer.

Like a crossover network, Electronic News separates the broad spectrum of industry technical and business developments into eight news departments. This technique permits each reader to turn directly to the news that satisfies his own individual needs and interests.

AMC Will Push 'Progress Share' Plan in Dailies

Buyers Get Bonds as Sales Rise; Romney Raps Ford, GM Moves Abroad

NEW YORK, Dec. 15—George Romney, president and No. 1 salesman of American Motors Corp., today presided over a two-hour press conference at which he scored Ford and General Motors as "economic imperialists" and unveiled what he called a "progress sharing" program for the "neglected consumer."

Under terms of this program, all buyers of Rambler or Metropolitan cars in the four months ended next March 31 will get payments in U.S. savings bonds if their purchases helped to increase over-all sales of Rambler and Metropolitan.

The more sales are increased, the higher the payments. Thus, if sales go up 10%, each buyer will receive a $25 bond; a 20% increase will mean a $50 bond; 30%, a $75 bond; 40%, a $100 bond; and 50%, a $125 bond. Proportionately higher payments will be made for sales gains in excess of 50%.

The dollar figures quoted here are the value of the bonds at maturity. The $25 bond, for example, will have an immediate cash value of $18.75.

American Motors will begin advertising its "progress sharing" program next week, with large-space insertions scheduled for newspapers across the country. These ads will follow the Rambler format of the past few years—ringing all-copy statements signed by Mr. Romney. Geyer, Morey, Madden & Ballard is the agency.

Mr. Romney declined to say how much will be spent on advertising but he said that it will be more, and he pointed out that the company is now the third largest newspaper advertiser in the U.S. In 1959, American Motors nearly doubled its expenditures to about $20,000,000.

■ Earlier in the press conference, Mr. Romney minced few words in castigating Ford Motor Co. and General Motors for their overseas investment policies. He showed reporters a world map on which were spotted the overseas manufacturing plants of Ford and GM, and he charged that the automotive giants were deserting the U. S.

Mr. Romney alleged that the Ford and GM investments abroad were in excess of the amount needed to serve national markets overseas. It is obvious, he said, that Ford and GM were building up these overseas plants to serve the U.S. market as well as other countries.

The AMC president cited economic pundits who said that Ford and GM were adopting policies that would treat the entire world as one market, with the result that future decisions on where cars will be produced would be based on "the sheer cold economics of the situation."

This, Mr. Romney said, is what lies behind Ford's current bid to obtain 100% control of its British subsidiary. Mr. Romney asserted, "This approach is wrong." He maintained that the best way to expand overseas is through partnership with local interests. Noting that Ford, GM and other U.S. companies are now pushing ahead overseas with 100% ownership of subsidiaries, Mr. Romney charged that this is "economic imperialism" and he warned that this will be the cry taken up in foreign countries. #

U.S. Sues Direct Mailer for Mail Fraud Conspiracy

NEW YORK, Dec. 15—A federal grand jury today charged a direct mail company—described as one of the largest in the U. S.—with a $500,000 mail fraud conspiracy.

The 100-count indictment returned in the U. S. district court here alleged that the company bribed postal employes to falsify bulk mailing records, and that several large advertising clients were duped in the plot.

The corporate defendants are interrelated companies headed by Raymond Frisch, president, the principal defendant. His companies are Bruce Richards Corp.; Bruce Richards Sales Co.; and Bruce Richards Advertising Services, all of 104 E. 25th St.

Others named were five employes or ex-employes: Stanley Schiffman, controller; Eugene Kaplan; Mrs. Ruth Sheviola; Nathan Reich; and Lee Goldberg.

■ The clients they allegedly duped were Lever Bros. Co.; Thomas J. Lipton Inc.; Corn Products Refining Co.; DuBarry Fifth Avenue; J. H. Filbert Inc.; National Cranberry Assn.; Batten, Barton, Durstine & Osborn; and Penick & Ford Ltd.

The following seven postal employes, all assigned to the weigh station in Madison Square Station on E. 23rd St., were charged with accepting about $6,000 in bribes in the past 20 months: John Cuneo; Daniel Baron; Harry Swirsky; Henry Cheser; Benjamin Forstate; Charles Gumina and Sol Barkin.

■ The indictment involves one general count of conspiracy, 20 counts of bribery, 20 counts of accepting bribes, 26 counts of making false statements and 33 of mail fraud.

Richard C. Casey, assistant U. S. attorney, said the indictment resulted from a 13-month investigation by Post Office inspectors.

He said that part of the alleged scheme was for the direct mail company to bribe the postal employes to falsify the bulk mailing records so that the company was billed for only about 50% of material actually mailed.

Another part of the alleged scheme was to declare a greater number of mailings and postage charges than were actually made. Service charges to the clients were then based on the falsified forms. #

Two Nets Snip Option Time; NBC Still Studying

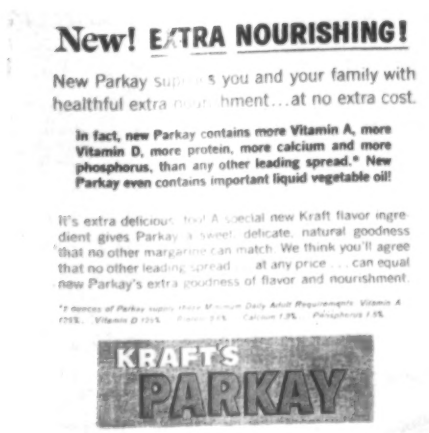
(Continued from Page 1)

and mountain zones. At CBS the evening option hours will be from 8:30 to 11, Monday through Friday, and from 8 to 10:30, Saturdays and Sundays, in the eastern and Pacific zones, with the periods set an hour earlier in the central zone and two hours earlier in the mountain zone.

From a practical point of view, this limited cutback is not expected to have any noticeable effect on the networks' programming or sales policies. Good clearances are possible outside of option time; the best case in point currently is the "Jack Paar Show," which has a healthy lineup of stations. #

Monon Road to Grabin-Shaw

The Monon Road, Chicago, freight carrying road, has appointed Grabin-Shaw Advertising, Chicago, to handle its advertising, effective Jan. 1.


New! EXTRA NOURISHING!
New Parkay supplies you and your family with healthful extra nourishment...at no extra cost.
In fact, new Parkay contains more Vitamin A, more Vitamin D, more protein, more calcium and more phosphorus, than any other leading spread.* New Parkay even contains important liquid vegetable oil!
It's extra delicious, too! A special new Kraft flavor ingredient gives Parkay a sweet, delicate, natural goodness that no other margarine can match. We think you'll agree that no other leading spread ... at any price ... can equal new Parkay's extra goodness of flavor and nourishment.
KRAFT'S
PARKAY

OBJECTIONABLE—*FDA specifically objects to the copy on the back of the Parkay package, shown here. Front of package has circle insert saying: "Important News! Parkay now has extra nourishment! Read the whole story on back of this package!"*

FDA Seizes Lever, Kraft Margarines for False Labeling

WASHINGTON, Dec. 15—Two big national brands of margarine that have been touted for their special nourishment were seized for deceptive labeling by the Food & Drug Administration this week.

Early in the week, a shipment of Lever Bros.' Summer County margarine was picked up by U. S. marshals in Nashville. Yesterday, the U. S. marshal here nabbed 506 cases of Kraft Foods' Parkay.

Cartons for both brands contain promotional statements emphasizing the nourishment value of the product. In the seizure orders, the Food & Drug Administration charged that the margarines have no significant nutritional advantage over other margarines or spreads, and that they have no significant value for people who need special diets.

■ In its seizure of Lever Bros.' Summer County, FDA said claims of high nutrition "in the setting created by advertising for the product" suggest that the article is significantly higher in nutrition than margarine and similar spreads generally available. Such an implication is false, FDA said.

FDA said Lever's labeling is false and deceptive in that it contains statements referring to a high-priced spread. These statements falsely imply that the product has a significantly greater nutritional content than butter, FDA charged.

■ FDA also objected to these features of the Summer County label:

• References to ascorbic acid, niacin, riboflavin, thiamin, phosphorus, calcium and protein. FDA saw in this the implication that the product is recommended for special dietary use, and it said it has no value for that purpose.

• The phrases "made especially for growing children" and "you get the good things growing children need every day," FDA said, falsely represent that the product has special value in the promotion of the growth of children and contains units of all the nutrients needed by growing children to maintain good health.

FDA's order was based on a statement on the Parkay package which declares: "New Parkay supplies you and your family with healthful extra nourishment . . . at no extra cost. In fact new Parkay contains more vitamin A, more vitamin D, more protein, more calcium, more phosphorus than any other leading spread. New Parkay even contains important liquid vegetable oil."

FDA also complained that the word margarine on the Parkay package has not been placed "with such conspicuousness" compared with other words on the package "as to render it likely to be read and understood." #

California Druggist Association Indicted for Price-fixing

SAN FRANCISCO, Dec. 16—A federal grand jury here this week returned an indictment charging the Northern California Pharmaceutical Assn. and its past president, druggist Donald K. Hedgpeth, with conspiracy to fix the price of retail drugs.

Maximum penalty for each is a $50,000 fine. In addition, Mr. Hedgpeth, who is chairman of the association's pricing committee, could be sentenced to a year in jail.

Mr. Hedgpeth allegedly prepared a drug pricing formula which has been used widely by druggists in Northern California.

The one-count indictment was returned before federal district court Judge Albert C. Wollenberg, and named as co-conspirators—but not as co-defendants—all the officers and directors of the association and the operators of some 1,250 retail drug stores. There are also 260 non-owner pharmacists who belong to the association.

■ The grand jury charges that, "starting in the fall of 1956 and continuing to the present, the defendants, co-conspirators and persons unknown have engaged in a combination and conspiracy in unreasonable restraint of trade and commerce in prescriptive drugs in California."

The indictment goes on to contend that the drug stores owned by association members do a prescription drug business annually in excess of $75,000,000 and that the members have "acted in violation of the Sherman Anti-Trust Act through a continuing agreement to establish and maintain uniform prices for prescription drugs sold to consumers and to adopt a prescription pricing schedule formulated by Donald K. Hedgpeth."

"This conspiracy," explained Lyle L. Jones, head of the Department of Justice anti-trust division here, "has suppressed and eliminated competition in the sale of prescription drugs in Northern California."

The indictment also declares that "consumers in this area are being charged high, arbitrary and noncompetitive prices."

■ More than 95% of all drugs used to fill prescriptions in Northern California reportedly are precompounded drugs, most of them made in states other than California and therefore considered to be in interstate commerce.

The indictment is the first of its kind returned anywhere in the U. S. and, according to industry observers, may be the forerunner of others elsewhere. #

Steil Named WJJD Sales Head

Earl Steil has been appointed sales manager of WJJD, Chicago. Mr. Steil joined the station in January, 1959.

JWT to Do All Media Buying for Canadian Nabisco

TORONTO, Dec. 14—J. Walter Thompson Co. has been named "agency of record" for three Canadian subsidiaries of the National Biscuit Co.

The subsidiary companies are Nabisco Foods, Christie, Brown, and Matthews-Wells.

As agency of record, Thompson will handle all media purchases for the three companies even though the companies will continue to utilize other agencies.

J. Walter Thompson will act simply as the central unit for the placement of advertising, thus insuring the companies obtaining maximum volume and frequency discounts.

■ The agency-of-record system, which is not new in Canada, frequently is used by advertisers utilizing more than one agency. As with Thompson in the case of National Biscuit's subsidiaries here, there is no charge to the client for being agency of record, and the other agencies involved receive their full commissions.

In the JWT-National Biscuit arrangement, Walsh Advertising, which directs advertising for Nabisco Shredded Wheat, Orbits and Rice Flakes; and Cockfield, Brown and McCann-Erickson, which direct the Christie, Brown account between them, are relieved of making media purchases.

In addition to its new media purchasing duties, J. Walter Thompson also directs advertising for Nabisco's Shreddies, 100% Bran and 8-pack, its line of pet foods and Matthews-Wells' Rose brand jams and pickles. #

Error in Story May Be Disguised Boon for Bruns

NEW YORK, Dec. 15—One of the agency executives mentioned in the Ruthrauff & Ryan stock deal story in ADVERTISING AGE (Dec. 12) told AA that his present position is not listed correctly in the story.

But Frederick C. Bruns is only mildly displeased, since the story informed him that he now has some chance of getting some money back from the government, thanks to a favorable tax court ruling.

"The Frederick C. Bruns who has billing in your story on Ruthrauff & Ryan [because he was an R&R stockholder] is not an account executive at Bermingham, Castleman & Pierce," Mr. Bruns wired AA. "He is president of a thriving advertising agency in New Haven with the shingle Bruns & Hodgson Inc."

(Until August, 1960, Bruns & Hodgson was known as Marketing Inc.)

Mr. Bruns said he worked at Bermingham (as well as the old Wm. H. Weintraub & Associates) after leaving R&R in 1950—and before joining Bruns & Hodgson.

■ "I've been trying to get the Bermingham agency to take my name off their roster in the book [*Standard Advertising Register* agency list], but so far without success," he added. This listing helped lead AA into the misstatement of his present affiliation.

Mr. Bruns was quick to add that he was "very indebted" to ADVERTISING AGE for carrying the story of the favorable tax court decision. As a parting gesture, he ordered a new subscription. #

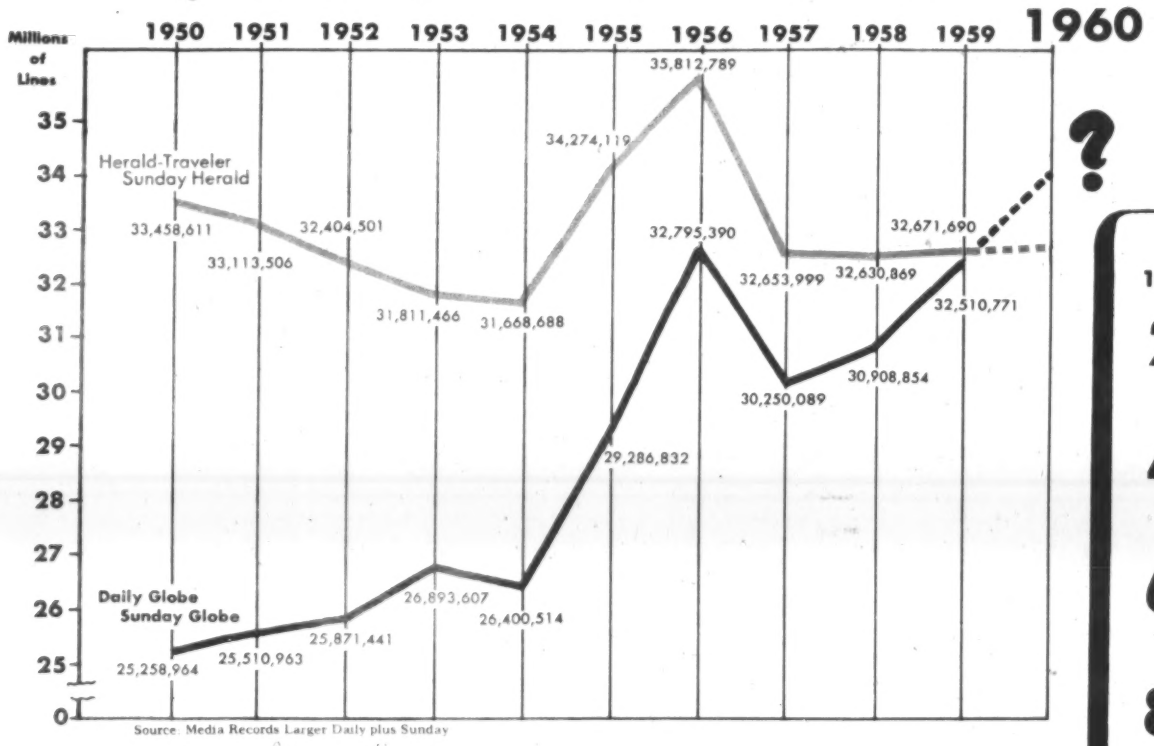
For 1960 The Boston Globe will be

FIRST

in TOTAL PAID ADVERTISING

WIN $500.00

Just estimate our year-end margin of leadership



Source: Media Records Larger Daily plus Sunday

Here's some information to help you . . . .
A graph of the Globe's growth to help you figure the trend . . . and also a boxscore of the Globe's growing margin every bi-monthly period of 1960.

The Boston Globe
1960 Bi-Monthly Leadership Margins

2 months	238,206 lines
4 months	356,273 lines
6 months	549,537 lines
8 months	1,099,604 lines
10 months	1,299,789 lines
12 MOS.	_____ Lines

5 PRIZES . . . 5 WINNERS . . . $2500.00 TOTAL PRIZES!
$500.00 will go to the five people (one in each region defined below) who come closest to estimating the actual margin of the Globe's linage leadership over the Herald-Traveler. Linage will be based on total paid, the sum of larger daily and Sunday for each newspaper.

1 **BOSTON** (includes all New England) and these Million Market Newspaper offices
2 **NEW YORK** (includes Florida)
3 **CHICAGO**
4 **DETROIT**
5 **LOS ANGELES-SAN FRANCISCO**

Your entry will compete only in the region serviced by the above Million Market Newspaper offices, except for New England and Florida.

MAIL THE CARD SO IT'S POSTMARKED BEFORE DECEMBER 24th, 1960

RULES:

1. Open to all except Globe employees, its advertising agency and its sales representatives.
2. One entry per person. Additional forms may be picked up at the Globe or any of its sales offices. Facsimilies may be used if desired.
3. Entries must be postmarked no later than December 24, and received at the Boston Globe by December 30.
4. To save time in arriving at a winner, the year end figures will be taken from the Media Records December monthly book, not from their 1960 summary book coming out in March. The March figures may be slightly revised from the December total.
5. In case of ties, winners will be decided on basis of the best answer in 25 words or less to "The Boston Globe became first in Boston in 1960 Total Advertising because . . ."
6. Winners will be announced in February, 1961.
7. The winning linage figure will be based on the difference between the Globe's total of larger daily plus Sunday paid advertising linage . . . and the total of the Boston Herald-Traveler for their larger total daily plus Sunday paid advertising linage. This advertising includes all paid advertising as measured by Media Records in their December book.
8. The contest and the awards will be in compliance with the laws of the United States and of any of its states.

Fill in your estimate for the Boston Globe's lead over the Boston Herald Traveler in total paid advertising for the year 1960

Name _____

Company _____

Address: Street _____

City _____ State _____

Telephone _____

ACT NOW! Entries must be postmarked by Dec. 24, and received by 5 PM, Dec. 30.

Throckmorton has been promoted from the promotion staff to circulation promotion manager, a post vacant at *SI* for some time.

WIN
$500.00!

MAIL THIS CARD TODAY!

FIRST CLASS
Permit No. 20709
(Sec. 34.9 P. L. & R.)
Boston, Mass.

BUSINESS REPLY MAIL
NO POSTAGE STAMP NECESSARY IF MAILED IN THE UNITED STATES

POSTAGE WILL BE PAID BY

BOSTON GLOBE

BOSTON 7, MASS.

Promotion Dept.

The Boston Globe

A MEMBER OF MILLION MARKET NEWSPAPERS

New York Chicago Detroit Los Angeles San Francisco

Insurance Industry Is Wasteful in Its Ad Spending: Twedt

CHICAGO, Dec. 13—The insurance industry turns out more advertising that is a waste of money than any other industry.

That's the verdict of Dr. Dik Twedt, president of Faison & Twedt, marketing and psychological research organization, who spoke at a luncheon meeting of the Chicago chapter of the Society of Chartered Property & Casualty Underwriters yesterday.

The reason insurance advertising is so ineffectual, he said, is its failure to observe the "four secrets of effective advertising," which boil down to providing simple, straight-forward answers to four basic questions: (1) What is for sale?; (2) Why is it better?; (3) How much does it cost?; and (4) Where can it be bought?

"One of the astonishing things about insurance advertising is the frequency with which these questions are not answered, Dr. Twedt said, pointing to current insurance ads from *Life*, *Time*, *The Saturday Evening Post* and *National Underwriter*.

■ He said some insurance ads seem to be "selling statues or umbrellas instead of insurance," or looked like typography manuals, or found it necessary to address American readers in six or even ten different foreign languages.

Emphasizing that these "horrible examples" were picked almost at random from current issues, he charged that these ads make it difficult for the reader to find the advertiser's message. Often, the effort is not rewarded at all, he said.

Dr. Twedt attacked the use of "visual puns" and other gimmicks, which he said are open admission that the advertiser does not believe he has anything to offer in a straightforward manner and must borrow the reader's interest by devious means.

He praised specific advertisements of Liberty Mutual Insurance Companies and Home Insurance Co. for communicating the advertisers' messages effectively.

■ Dr. Twedt also described "trivariant analysis," a technique developed by his organization to measure the effect of sales appeals. The formula, is expressed as follows:

SE = f (D) (E) (B), which Mr. Twedt translates: Sales effectiveness is a function of desirability, exclusiveness and believability.

In using the formula, each factor is assigned a numerical score from a scale ranging from 0 to 100. #

'Industrial Research' Names Ryan VP, Eastern Manager

Industrial Research, Chicago, has created a marketing department, appointed Joseph F. Ryan vp and eastern manager and Robert Walker Co., Los Angeles and San Francisco, to handle its western advertising. Mr. Ryan, formerly national sales manager of *Industrial Electronics*, White Plains, N.Y., will head sales and marketing activities for the publication's offices in New York, Boston and Miami.

Robert W. Walker, Charles F. Meister and Robert W. Pitt will represent the publication in Southern California and other western states and Rogers P. Parratt, L. Joseph Keller and Allen Young will represent *Industrial Research* in San Francisco and the Pacific Northwest. At the same time, David D. McClintock has been named Chicago sales manager and vp and Bernie G. Edstrom has been appointed Cleveland representative.

Denker Joins Publication

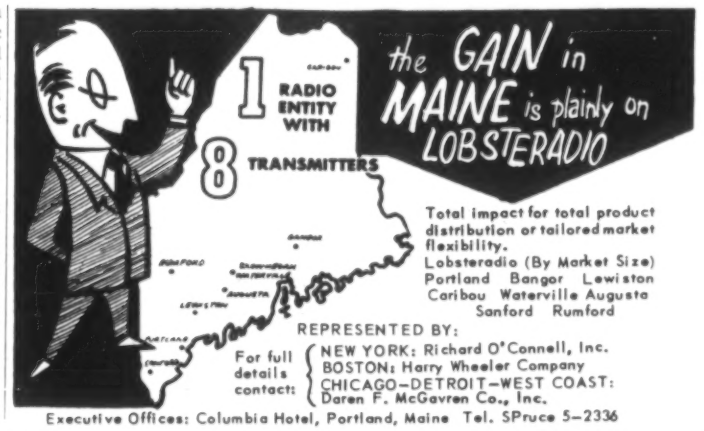
Edwin J. Denker Jr., for eight years with Foote, Cone & Belding, Los Angeles, has been named Southern California regional ad manager of *Missiles & Rockets* and *Armed Forces Management*, published by American Aviation Publications, Washington, effective Jan. 1. Mr. Denker succeeds Charles R. Martz Jr., who has joined Sunstrand Corp., Denver.

Bishop White Agency Adds 2

Irving R. Blumenthal and A. Jackson Mason have joined Bishop White & Curtis Advertising Agency, Phoenix. Mr. Blumenthal previously was president of Irving R. Blumenthal Inc., New York. Mr. Mason formerly was editor of *Pocomoke Progress* and the *Worcester Democrat*, Pocomoke City, Md.

'SI' Advances Two

Sports Illustrated, New York, has promoted Sanford H. Squires from the merchandising staff to the new post of merchandising manager. John Throckmorton has been promoted from the promotion staff to circulation promotion manager, a post vacant at *SI* for some time.



For years we have urged Advertisers...

"TO INCREASE YOUR SALES AND DECREASE YOUR ADVERTISING COST INCREASE YOUR NEWSPAPER ADVERTISING"

We congratulate
Ogilvy, Benson & Mather
and the Shell Oil Company
for planning a newspaper campaign
employing large bulk and high frequency.

Advertising has one very important function,
to increase sales...

...now watch what a powerful full
year newspaper campaign
will produce in
increased
sales.

Important To Remember

- THE PEOPLE OF AMERICA BUY 58,000,000 NEWSPAPERS EVERY DAY
- THE PEOPLE OF AMERICA LIKE ADVERTISING IN THEIR NEWSPAPERS

MOLONEY, REGAN & SCHMITT

REPRESENTING NEWSPAPERS EXCLUSIVELY SINCE 1900

HERBERT W. MOLONEY, President

WILLIAM J. SCHMITT, Executive Vice President
HERBERT W. MOLONEY, Jr., Vice President & General Manager
INGRAHAM READ, Senior Vice President

New York • Chicago • Detroit • Philadelphia • Boston • St. Louis • San Francisco • New Jersey • Los Angeles • Dallas • Miami

It was a week like any other ...ABC-TV came in first*

Again, ABC-TV scored overall leadership for the average of the entire 7 nights of the week. Again, by a comfortable margin over the 7 nights. Take, for example, Monday thru Friday—which, as illustrated on the facing page, is broken out each week by Nielsen. Then, further consider 8:30-11 PM, N. Y. Time, ABC-TV's new option span. The weekend story made equally pleasant reading: 59.6% of the total viewing audience tuned in ABC for the Army-Navy excitement (a rating of 17.7%, against last year's 16% on another network). The 26-part Winston Churchill: The Valiant Years got off to a high-flying start, with the remarkably strong rating of 15.9%.

Behind these figures there are some happy new facts about new ABC shows. Take The Flintstones, racking up 26.1%, which places it among the ten top-rated evening shows. Take Naked City, zooming along at better than 25%. Like we said, it was a week like any other...

ABC TELEVISION

*Source: Nielsen 24 Market TV Report, average audience, all time periods, week ending Nov. 27, 1960, Sun. 6:30-11 PM, Mon.-Sat. 7:30 - 11 PM.

24-MARKET TV RATINGS[1] / MONDAY-FRIDAY AVERAGE	AVERAGE AUDIENCE RATING %	3-NETWORK SHARE %
8:30 PM		100.0
ABC	**19.9**	**38.2**
NET Y	16.1	30.9
NET Z	16.1	30.9
8:45 PM		
ABC	**20.7**	**38.7**
NET Y	16.3	30.5
NET Z	16.5	30.8
9:00 PM		
ABC	**21.6**	**39.4**
NET Y	17.0	31.0
NET Z	16.2	29.6
9:15 PM		
ABC	**22.6**	**40.6**
NET Y	16.9	30.4
NET Z	16.1	29.0
9:30 PM		
ABC	**24.2**	**43.3**
NET Y	15.7	28.1
NET Z	16.0	28.6
9:45 PM		
ABC	**25.0**	**43.8**
NET Y	16.0	28.1
NET Z	16.0	28.1
10:00 PM		
ABC	**24.7**	**45.9**
NET Y	14.5	27.0
NET Z	14.6	27.1
10:15 PM		
ABC	**23.6**	**45.6**
NET Y	14.2	27.4
NET Z	14.0	27.0
10:30 PM		
ABC	**18.2**	**39.5**
NET Y	14.6	31.7
NET Z	13.3	28.8
10:45 PM		
ABC	**16.8**	**37.9**
NET Y	14.4	32.4
NET Z	13.2	29.7

SUMMARY MON.-FRI.
8:30-11 PM

NETWORK	RATING	3-NETWORK SHARE
ABC	**21.7**	**41.3**
NET Y	15.6	29.7
NET Z	15.2	29.0

[1]Source: Nielsen 24 Market TV Report, Mon.-Fri., average audience, all time periods, Nov. 21-25, 1960.

The Editorial Viewpoint . . .

A New Light on Commissions

All over the advertising business, people are asking: "What will become of the commission system, now that more and more advertisers are making special deals, including fee arrangements, with their agencies?"

Our advice is not to be too hasty in reading a funeral oration over the commission system. It is likely to be around for a long time, and it would not surprise us too much to see it extended, rather than curtailed.

First, it should be pointed out again that individualized arrangements—including fee setups—between client and agency have only an indirect effect on the commission system. Commissions are paid by media to agencies. Normally they represent the agency's compensation for handling an account, but if the arrangement between agency and client calls for a fee of some sort, then commissions which are earned are applied against that fee. So that it is perfectly possible for the agency commission system to go on practically unchanged, no matter what arrangements are made between agencies and their clients.

But the experience of a small agency handling retail accounts suggests that the commission system may not only survive, but may be extended. "In our market," this agency reports, "all media—outdoor, radio, tv, etc.—pay agency commissions on retail business. But the newspapers do not.

"So when we present a suggested budget to a client, we show the amounts we suggest spending in each medium, but to the newspaper budget we add the standard markup of 17.65%.

"Invariably, the new client asks why the markup is applied to newspapers, and we explain that all other media pay us for our services by allowing us a commission, but that newspaper space bought by retailers is not commissionable.

"Almost as a matter of course, then, the client is likely to say: 'Well, can't we cut down a little on the amount going into newspapers?' "

The net of all this, our informant says, is that the local newspapers don't like him very much and consider him anti-newspaper in his attitude, whereas the truth is that he would like to see most of his clients use the local papers more extensively. And they would, he says, if only the space were commissionable, and he did not have to add what looks like an extra charge onto the cost of newspaper space.

If he is right—and there seems every indication that he is at least partly correct—newspapers might well give serious consideration to the possibility of making all space commissionable. If all media and all advertising and promotional devices were equally subject to agency commission, the whole business might conceivably benefit importantly, regardless of what kind of contracts advertisers entered into with their advertising agencies.

Creativity in Media Selling

Whether you like the term "creativity" or not, you are likely to agree with Ralph Klapperich of Knox Reeves Advertising, Minneapolis, that this quality can be exercised by media representatives as well as by writers and artists.

Mr. Klapperich wants the media representatives who call on him and the agency to be more fertile in developing new and unusual presentation approaches, and in suggesting more effective ways in which their particular media may be used. This, of course, means that media representatives should abandon the facts-and-figures approach, or the me-too approach, in favor of suggesting how a specific client can really create excitement and foster sales by some specific media idea.

We like the notion of encouraging media people to come up with ideas, particularly because a good many of them are convinced that agencies don't welcome ideas or suggestions from media representatives or anyone else.

Anything that can convince media representatives that agencies are interested in their ideas, and that agency media departments can do something about these ideas if they regard them favorably, is all to the good.

Walter Teague, Pioneer

The passing of Walter Dorwin Teague just short of his 77th birthday, which would have occurred on Dec. 18, should not be permitted to go unnoticed.

More, perhaps, than any other single individual, Mr. Teague deserves to be called the father of the modern profession of industrial design, and thus has contributed notably to marketing and distribution, and to selling and advertising, as well as to the physical design of a host of products.

An artist and typographer of note as well as a designer, it is interesting that Mr. Teague's early connections were with advertising and selling—a circumstance that apparently contributed greatly to the practical success of his work as an industrial designer—welding good design to the practical considerations of effective promotion and selling.

Gladys the beautiful receptionist

—Sandy Woodbridge, Bozell & Jacobs, Omaha.

"He says if the Christmas party is on Friday, at least he can drink like a fish."

What They're Saying . . .

Profit's Not for Strong-Boxes

One of the big jobs before us is to scrub the dirt off that word "profit." We must re-acquaint the American public with the difference between "making a profit" and "profiteering"; remind and convince them that profit does not accumulate in corporate strong-boxes but is paid out continually for the use and improvement of tools.

Everyone should understand that the American system of free enterprise is a profit system, and that from these profits and only from them do we get job security, our high standard of living and the initiative of action which has placed the U. S. in its position of world leadership.

—Ray R. Eppert, president, Burroughs Corp., speaking before the Sales Executives Assn. of Greater St. Louis.

Screen Advertising in Buses

Small advertising screens fitted with automatic "back-projection" slide projectors are to be installed in Pretoria buses. The projector, which is fitted behind the driver's seat, switches on automatically with the bus ignition, and projects 20 35mm slides, each slide being shown for 10 seconds.

—South African Business Bulletin (October), issued by P. N. Barrett Co. (Pty.) Ltd., Johannesburg.

Advertising Age

Trademark Registered • THE NATIONAL NEWSPAPER OF MARKETING

Issued every Monday by Advertising Publications, Inc. **G. D. CRAIN JR.**, president and publisher. **S. R. BERNSTEIN, J. C. GAFFORD, G. D. LEWIS**, vice-presidents. **C. B. GROOMES**, treasurer.

Published at 200 E. Illinois St., Chicago 11 (DE 7-5200). Offices at 630 Third Ave., New York 17 (YUkon 6-5050); National Press Bldg., Washington 4, D. C. (RE 7-7659); 806 New Center Bldg., Detroit 2 (TR 2-7211).

Member Audit Bureau of Circulations, Associated Business Publications, Magazine Publishers Association, National Business Publications.

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25 cents a copy, $3 a year, $5 two years, $6 three years in U. S., Canada and Pan America. Elsewhere $4 a year extra. Four weeks' notice required for change of address. **Myron A. Hartenfeld**, circulation director.

Rough Proofs

"Please do not apply," says an agency looking for an account man, "if you are not basically creative."

Ever hear of an adman willing to admit that he wasn't?

•

Perfumes and toilet waters with French names must be made with French ingredients, FTC is telling the cosmetics industry.

Chances are it will permit restaurants to continue to offer au gratin and French fried potatoes grown right here in the good old U.S.A.

•

East is East and West is West, and never the twain shall meet, but here comes an industrial advertiser who has started offering his customers S&H green stamps.

•

Amos 'n' Andy have ended their radio career, bringing back nostalgic memories of the days when their nightly show created nationwide excitement and sold carloads of Pepsodent.

•

"Imports reduce U. S. consumers' bias against foreign goods, *Time* finds."

Volkswagen hasn't heard anything about a bias.

•

Media reps' stock is rising rapidly, now that Knox Reeves Advertising is holding meetings with them and asking for their most creative ideas.

•

"Cramer-Krasselt marks 50 years with Waukesha Motor Co.," reports the world's greatest advertising journal.

That suggests excellent agency service, but even more hints of an understanding and appreciative client.

•

After hearing one of its high-powered operatives on "Monitor" refer to "pedestrian" when he should have said "pediatrician," NBC Radio is considering requesting its announcers to read their scripts before they go on the air.

•

The ladies may not understand just how the de-icers in gasolines work, but they can sure appreciate the pushbutton de-icer which Union Carbide is now providing to enable them to clear their windshields of ice and snow.

•

"Only 9% of grocery brands found in stores in all 12 Scripps-Howard markets," the headline says.

But their owners proudly refer to them as national brands anyway.

•

One of the provisions of the new advertising code adopted by the Air Transport Assn. will answer that oft repeated question, "When is a jet not a jet?"

•

Dr. D. C. Jarvis' book, "Folk Medicine," can no longer be advertised as providing diets that will cure "nagging" ills and chronic ailments.

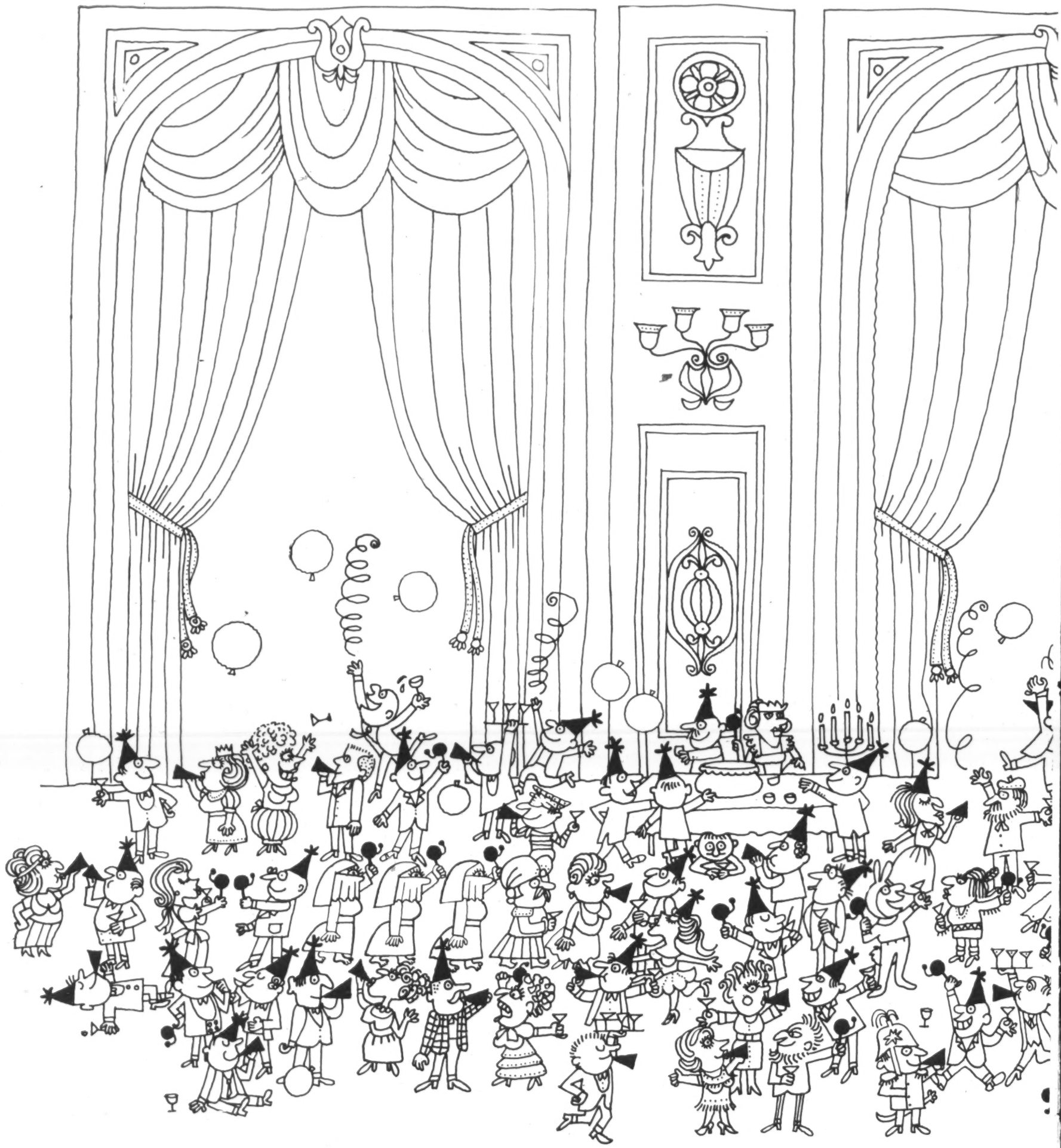
The good doctor may have been giving his professional colleagues a little tough competition.

COPY CUB.

THE NEW YORKER creates

Copyright 1952, The New Yorker Magazine, Inc.

Offices: New York, Chicago, San Francisco, Los Angeles, Atlanta, London



Media's Law:

To a seller of party favors, the pulling power of an advertising medium is equal to the number of party favors sold.

To media men, pulling power is influenced by several interrelated factors.

These factors are expressed in a law or formula that looks like this:

Pulling Power
=
Circulation Volume
×
Editorial Vitality
×
Reader Confidence

The larger measure of these ingredients in the Chicago Tribune accounts for the greater results produced for advertisers.

The Chicago Tribune, with a circulation 1½ times that of any other Chicago newspaper, outpulls the other papers by at least 3 to 1 and as much as 15 to 1.

More Chicago families read the Tribune than the top five weekly magazines combined; more than six times as many Chicagoans turn its pages as turn on the average evening TV show!

Chicago Tribune

Spendable

Nearly 2 Million More Dollars

In REMARKABLE ROCKFORD

Six Rockford banks mailed Christmas Savings checks to 13,300 thrifty Rockford savers. Checks totaled nearly 2 million dollars.

Sure, it's added spending power for now! But it's much more. It is a realistic indication of why above average families in Remarkable Rockford usually have the ready cash ($7,017 per household) to buy advertised items. Tell your story now and all through the year in the one place where Rockford people are accustomed to look for advertising in the colorful, result-getting pages of the . . .

FIRST in ILLINOIS in Population and Sales (outside Chicago)

ROCKFORD MORNING STAR & Register-Republic

Finest FULL COLOR Facilities

Hi Fi Ads Beamed to Women

Harman-Kardon Inc., Plainview, N.Y., has scheduled a series of b&w pages in the *New York Times Magazine* promoting its high fidelity instruments directly to women. The ads picture four different room settings to demonstrate the "decorating value" of hi fi instruments, while the copy "explains the technicalities of hi fi in language women can understand." The company also expects that a "considerable percentage of males will also be pleased to receive an education in this way." Wexton Co., New York, is the agency.

KEWB Donates Transmitter

KEWB, San Francisco-Oakland, has donated a transmitter to the Christian Broadcasting System. Christian Broadcasting, affiliated with the National Council of Churches, operates stations in Seoul, Taegu and Pusan, Korea, where it intends shipping the 1,000-watt transmitter.

Tatham Names 9 'Management Directors'

Agency Creates New Post for Handling Account Groups

CHICAGO, Dec. 16—Nine senior executives of Tatham-Laird have been appointed management directors of the agency—a newly-created function.

The executives include Arthur Tatham, board chairman; Kenneth Laird, president; George Bolas, Charles Standen and Hal Frazee, vps; Harry Barnhart, deputy creative director; Robert Hayes, senior supervisor, New York office; Jerome Birn, executive copy director; and Harold Jensen, executive art director.

The work for each client will be guided by a management director working closely with a complete agency account group. One of his chief responsibilities will be to ensure that the other management directors, either collectively or individually, are brought into the work on the account wherever their creative abilities, experience or judgment will be helpful, the agency said.

■ "We have always felt that every client is entitled to the full and complete services of the agency," Mr. Tatham said. "This includes continual top management counsel, instead of the occasional management review afforded by the unwieldy plans board type of operation still in use by many agencies."

Paton Names Gamlin, Gets 'Australialand' Park Account

George Gamlin, account executive and creative director on the Reynolds aluminum decorative foil account for Lennen & Newell, Los Angeles, will join Noel Paton Ltd., Melbourne, as associate director and creative director in mid-January.

At the same time, Origineering Inc., Los Angeles, has appointed the Paton agency to handle advertising for a new entertainment park, Australialand. Construction of the park, which will include hotels, motels, restaurants, lakes, a heliport and a complete village of 1,000 homes, covering a total of 500 acres, is scheduled to begin late in 1961. The park will be located 10 miles west of the city of Melbourne.

Clark Boosts Forde

Richard B. Forde, has been appointed advertising manager of the Brown Trailer division of Clark Equipment Co., Michigan City, Ind. Mr. Forde was formerly with the industrial truck division of Clark Equipment.

ADVERTISEMENT

MEN WHO WANT TO SELL the sweet Vermont market can do it easily and economically with just one order, bill, buy! Use the VERMONT ALLIED DAILIES, a 6-newspaper group which covers the area where 93.9% of the state's $570 million* buying power originates. Get details today! write: VERMONT ALLIED DAILIES, Rm. 515, Statler Office Bldg., Boston, Mass. *Sales Management figures.

FILMS...RECORDS...PLATES

$HIPMENTS ARRIVE SAME DAY!

GREYHOUND PACKAGE EXPRESS

Don't miss deadlines! Remember: it's there in hours ...and costs you less... when you ship by Greyhound Package Express! Even packages going hundreds of miles can arrive *the same day they're sent.*

Whatever the destination of your shipment, chances are, a Greyhound is going there anyway... *right to the center of town.* Greyhound travels *over a million miles a day!* No other public transportation goes to so many places—so often.

You can ship anytime. Your packages go on regular Greyhound passenger buses. Greyhound Package Express operates twenty-four hours a day... seven days a week... *including weekends and holidays.* What's more, you can send C.O.D., Collect, Prepaid ...or open a charge account.

SEND THIS COUPON NOW! IT CAN SAVE YOU TIME AND MONEY!

GREYHOUND PACKAGE EXPRESS
DEPT. 9 L 140 S. DEARBORN ST., CHICAGO 3, ILLINOIS

Gentlemen: Please send us complete information on Greyhound Package Express service... including rates and routes. We understand that our company assumes no cost or obligation.

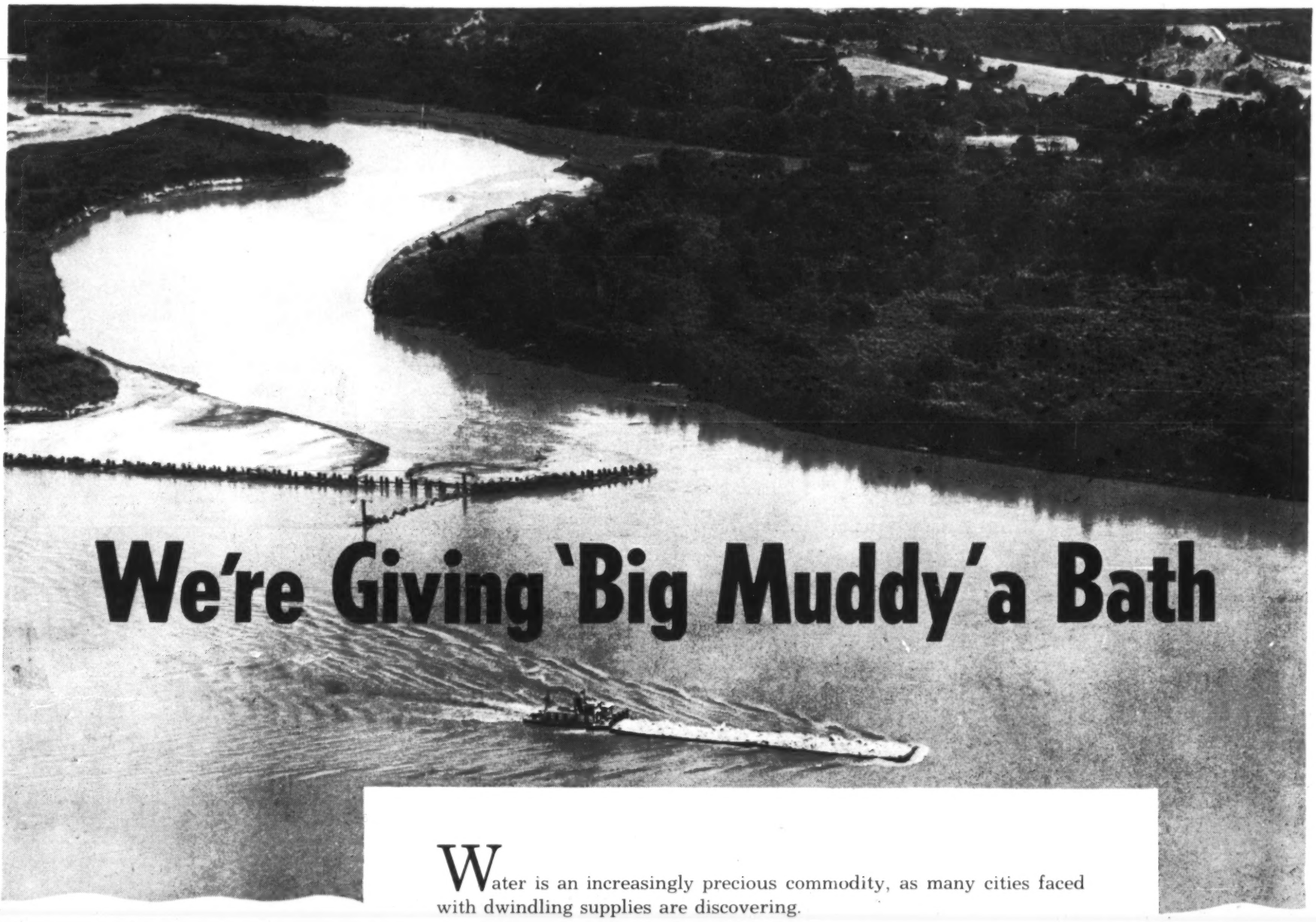
NAME _____ TITLE _____

COMPANY _____

ADDRESS _____

CITY _____ ZONE ___ STATE _____

IT'S THERE IN HOURS...AND COSTS YOU LESS!



We're Giving 'Big Muddy' a Bath

Water is an increasingly precious commodity, as many cities faced with dwindling supplies are discovering.

In the swift-flowing Missouri, Kansas City has sufficient water for the needs of a city of more than 50 million persons.

This water supply is firm and drought-proof. Giant upstream dams on the Missouri store the equivalent of a year's flow of the river. These same dams mean flood protection and low-cost barge transportation.

In the November 8 election, metropolitan Kansas City voted 90 million dollars in bonds to end river pollution and provide additional sewers for industrial and residential expansion.

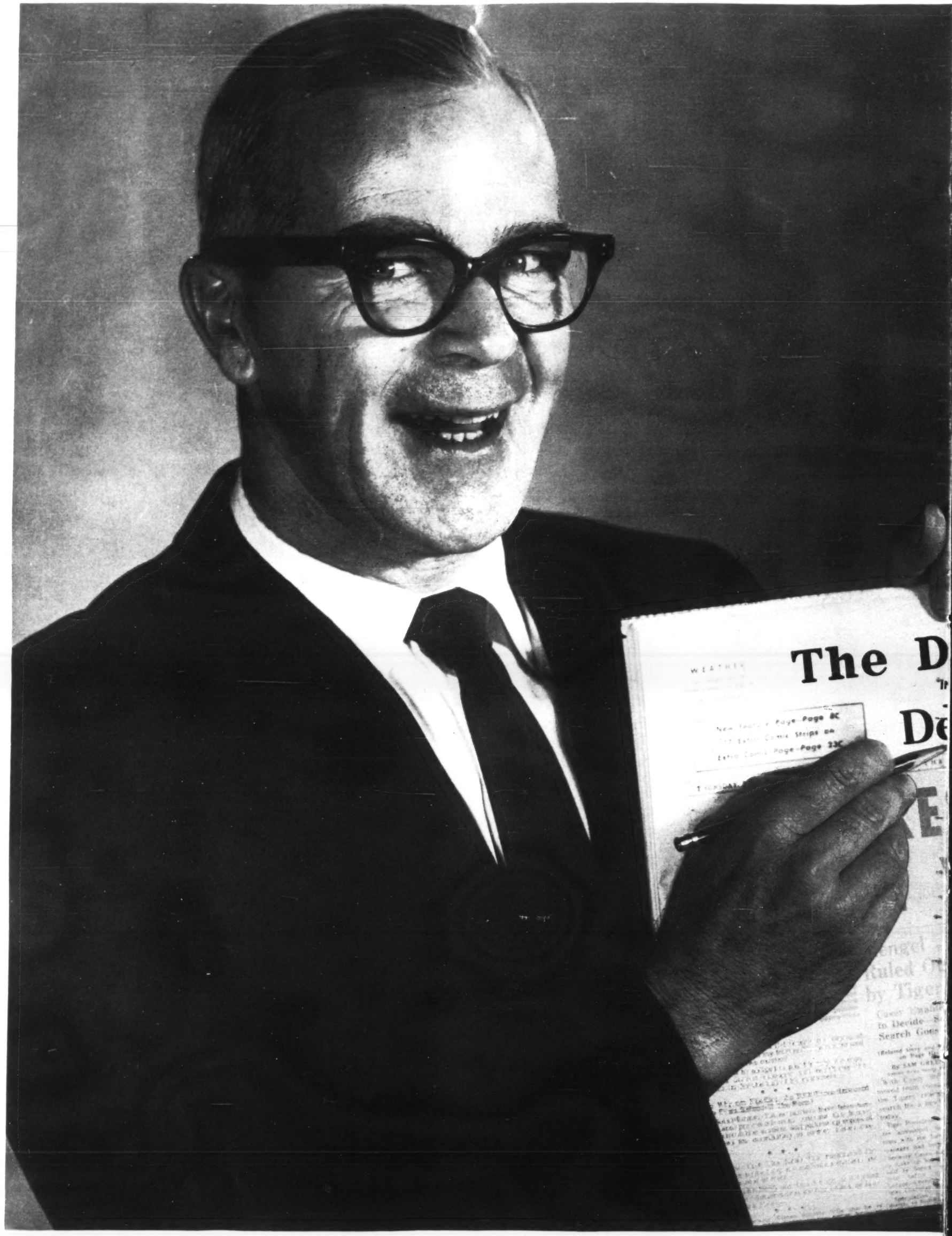
An adequate water supply is only one of Kansas City's attractions for industry. Among others:

- **Low per capita tax rate. Missouri is 48th among states in total taxes.**
- **A "brain pool" of 8,000 scientists and engineers.**
- **Midwest Research Institute, an outstanding private center for product research and development.**
- **The best in education. Fine public schools, consistently supported; six colleges and universities within the metropolitan area; University of Kansas only 40 miles away by Kansas Turnpike.**
- **All-way transportation: four major air lines, twelve trunkline railroads, pipelines, water and highway carriers.**

The fast-growing Kansas City Metropolitan Market (population 1,050,-700) is covered with blanket thoroughness by The Kansas City Star. The Star's circulation is 94% home-delivered—made-to-order for today's fast-paced marketing.

THE KANSAS CITY STAR

MORNING AND EVENING—669,199 COPIES


The D
WEATHER
Page Page 8C
Page 23C
to Decide
Search Goes

now in Detroit
all you need is THE NEWS

Detroit has always been an *evening* newspaper market. In Metropolitan Detroit, The News *alone* outsold the morning paper—by more than 107,000 weekdays and 215,000 Sundays. Now, in Detroit, the expanded Detroit News has an even greater impact on the lucrative Detroit Market! It gives its *readers* all of The News' regular features PLUS the best features from the Times. It gives its *advertisers* all of The News' regular circulation . . . PLUS!* Now, you can sell the Detroit mass market more thoroughly and more economically than ever. ALL YOU NEED IS *THE NEWS!*

* *Prior to November 7, when The News purchased the assets and subscription lists of the Detroit Times, the circulation of the Times not duplicated by The News was approximately 305,000 weekdays and 353,000 Sundays.*

The Detroit News

INCLUDING BEST FEATURES FROM

Detroit Times

Webb to Build New Building

Webb Publishing Co., St. Paul, publisher of *The Farmer*, has announced a $5,000,000 expansion program, including construction of a $3,000,000 building and purchase of two new presses. Construction of the building is expected to begin in May, 1961, with the completion date set for the spring of 1962.

T. N. Palmer Names Two

T. N. Palmer Co., New York, has named Randers Heimer to its merchandising services department and Warren Cromwell an account executive. Mr. Heimer formerly was with Sullivan, Stauffer, Colwell & Bayles. Mr. Cromwell previously was with Jones, Brakeley & Rockwell.

Post-Advocate
CONGO ARMY BATTLES U.N.
Board Members, City Treasurer Seek Re-election
DAILY REVIEW
Scores of UN Officials Beaten
Star-News
Marina Job Ahead of Schedule
Evening Vanguard
Timberlake Blasts Airport Boulevard Extension Plans
Glendale News-Press
Biggest Yule Buy Edition Offered by News-Press
Glendale Couple Flee Flaming Yacht at Sea
Daily News-Post
Johnson, DeGaulle Meet, Discuss Problems Facing World
U.N. REJECTS ENDING
Fog, Holiday Traffic Paralyze Freeways
Daily Breeze
Four Children Killed as Blaze Razes Building
NEWS-PILOT
Teenagers Hurt in Car Crash

SELLING LOS ANGELES ON THE HOME FRONT

The Los Angeles Copley Newspaper Group serves the vital "hometown" market which surrounds the city proper.

The Group includes eight dailies and their 18 shoppers, covering 31 key communities. Total ABC circulation: 95,544. Total shopper distribution: 406,085. Total Group package: 501,629.

One order buys the entire Group — at a discounted flat line rate of $1.50 or a bulk discounted rate (5,000 lines or more within one year) of $1.40 a line. For details, ask any office of WEST-HOLLIDAY CO., INC. (NELSON ROBERTS & ASSOCIATES)

LOS ANGELES COPLEY NEWSPAPER GROUP: ALHAMBRA POST-ADVOCATE • El Monte Post-Advocate • Alhambra Post-Advocate Shoppers • BURBANK DAILY REVIEW • Burbank Review Shopping News • CULVER CITY STAR-NEWS & VENICE EVENING VANGUARD • Culver-Palms Advertiser • Mar Vista Advertiser • Venice Advertiser • Baldwin Hills Advertiser • GLENDALE NEWS-PRESS • Glendale News-Press Shoppers • MONROVIA DAILY NEWS-POST • Monrovia-Duarte News Advertiser • SOUTH BAY DAILY BREEZE (Redondo Beach, Palos Verdes, Torrance, El Segundo, Manhattan Beach, Hermosa Beach) • South Bay Breeze Advertisers • South Bay Breeze Peninsula Advertiser • SAN PEDRO NEWS-PILOT • San Pedro News-Pilot Advertiser

"THE RING OF TRUTH" Copley Newspapers

$2.50 Dollars Build Business for Marchant

Prestige Premium Is Powerful Puller, Says Office Calculator Maker

NEW YORK, Dec. 13—Working on the principle that the way to make money is to give it away, the Marchant division of Smith-Corona Marchant has given away more than 20,000 silver dollars in the past nine months.

The dollars—"real, genuine Uncle Sam's coinage" in the form of paperweights—went as a "token of our appreciation" to every person who tested a Marchant calculator in that time. The only requirement was that the person attach his business letterhead and supply his title when replying to the ads.

The offer was made 52 times in publications such as *Business Week*, *Forbes*, *Fortune*, *Nation's Business*, *Office Management* and *Time*.

"The campaign has proved its point," said Ward Koepenick, national sales manager for office equipment products. "It proved we can pull leads on a product as old and stable as an office calculator."

■ He said that the silver dollar premium idea came from Foote, Cone & Belding, San Francisco, which resigns the account to Cunningham & Walsh at the end of the month. (AA, Nov. 21).

Mr. Koepenick said that Marchant invested $200,000 of the division's $300,000 ad budget in the campaign, including the cost of space as well as the premiums. The paperweights cost about $2.50 each by the time they were mailed to the recipients, he said.

He declined to say how many of them eventually bought calculators, whose average cost is $770, "but it was a good conversion rate."

Mr. Koepenick said that the silver dollar offer will end this month, but Marchant will stick to the prestige premium method so long as it pulls. #

Mohawk Adds 3 Accounts

State Brand Creameries, Mason City, Ia., manufacturer of butter and non-fat dry milk; Ris-Van Inc., Belmond, Ia., manufacturer of liquid fertilizer, and Vego Inc., Mason City, manufacturer of contact lens finishing equipment, have appointed Mohawk Advertising Co., Mason City, to handle their advertising.

Fairmont Names Helbling

Anthony Helbling has been appointed merchandising director of Fairmont Foods Co., Omaha, Neb. Mr. Helbling was formerly merchandising manager of milk products.

ADVERTISEMENT

MARKET MAN? Join the many others who sell in the sweet Vermont market with just one order, one bill, one buy. With the Vermont Allied Dailies, your message is beamed over the area where 93.9% of Vermont's $570 million* buying power originates. Write TODAY for details. THE VERMONT ALLIED DAILIES, Rm. 515, Statler Office Bldg., Boston, Mass.

*Sales Management figures.

$6,260

TIME

Bloomington-Normal, Illinois

THE GOLDEN TEST MARKET

Illinois' seven richest counties blanketed by one newspaper

GOLD: for the taking. Rich, made-to-order test market, smack in the middle of the central Illinois corn belt.

Unique seven-county area, literally a miniature cross section of America. 178,000 prosperous people maintain a surprisingly even balance between industry, agriculture, education and general good living. Each year they spend over 233 million dollars from incomes that are 20% above the national average. A single advertising medium that reaches them all . . . THE PANTAGRAPH . . . a "hometown" newspaper that merits the attention of more than 40,000 families in the 79½ mile wide "main street" of the Bloomington-Normal area. R.O.P. Spot Color—plus Full Color (black and 1, 2, or 3 colors available Daily and Sunday).

Bloomington-Normal, Illinois **PANTAGRAPH**

Represented by: Ward-Griffith Co., Inc.

Canadair 'Consolidates'; Moves to D'Arcy Agency

Canadair Ltd., Montreal, aircraft manufacturing company, will move its advertising account from Erwin Wasey, Ruthrauff & Ryan to D'Arcy Advertising, New York, at the end of the month. Canadair, a subsidiary of General Dynamics Corp., spends about $200,000 on advertising.

Gordon J. Stringer, public relations director of Canadair, said the switch was part of a General Dynamics plan to consolidate advertising in one agency. D'Arcy also handles Convair, Electric Boat, Electro Dynamic, electronic and commercial products of Stromberg-Carlson and corporate advertising.

Golden Joins JFG Coffee

James R. Golden has joined JFG Coffee Co., Knoxville, as advertising manager. He was advertising manager of the *Knoxville Journal* for 19 years and most recently was in radio advertising with WKGN.

Judge Refuses to Ease Curbs on Meat Packers

CHICAGO, Dec. 13—Judge Julius J. Hoffman yesterday rejected a plea by three major meat packing companies to modify a 40-year-old consent decree which prevents them from expanding their marketing operations outside of the meat products business.

In handing down his ruling in U.S. district court against Swift & Co., Armour & Co. and Cudahy Packing Co., Judge Hoffman acknowledged that changes in the food distribution system have lessened the competitive edge once held by the meat packers, but viewed the plea as not strong enough to warrant modifications of the 1920 consent decree.

"The elimination of three or four potential competitors from the general food industry can hardly be said to harm the public interest, and to whatever extent the defendants would be a significant competitive power in the field, the fears which gave birth to the decree are confirmed," Judge Hoffman said.

"The defendants were huge and remained huge after the 1920 decree. They chose to retain size as meat packers rather than to risk further dismemberment at the price of abandoning the opportunity to extend into other fields.

■ "The decree, therefore, operates as a restraint and a fetter to preserve the balance of competitive power. Its usefulness is not exhausted so long as the petitioners maintain the economic might they obtained through combination," the judge said.

The three companies said they have not decided if they will appeal the ruling. They filed the suit four years ago in federal district court in Washington, D.C. (AA, Dec. 31, 1956) and the case was transferred to Chicago two years ago.

The 1920 consent decree bars the packers from dealing in some 140 food and non-food products, chiefly vegetables, fruit, fish, and grocery foodstuffs; using their distribution facilities to handle these products; owning and operating retail meat markets; and dealing in fresh milk or cream.

This latest ruling was the second time that the meat packers have failed to overturn the consent decree; in 1932 the U.S. Supreme Court ruled against the companies.

Speer Moves Offices

Speer Advertising Agency, Los Angeles, has moved to new quarters at 1833 W. Eighth St.

It'll be great when advertising and promotion executives can buy jars of powder and just add water to produce instant ideas. Until then, thousands of these professionals will count on Advertising Requirements. For AR provides idea-producing case histories and "how to do it" articles in all aspects of advertising and sales promotion except the purchase of time and space.

The men and women who look to AR for ideas represent almost every company in the U.S. spending $25,000 or more annually on advertising, plus their advertising agencies. If you have a product or service of value to these buyers and specifiers, your sales story belongs in

Advertising Requirements

The Ideabook of Advertising & Sales Promotion

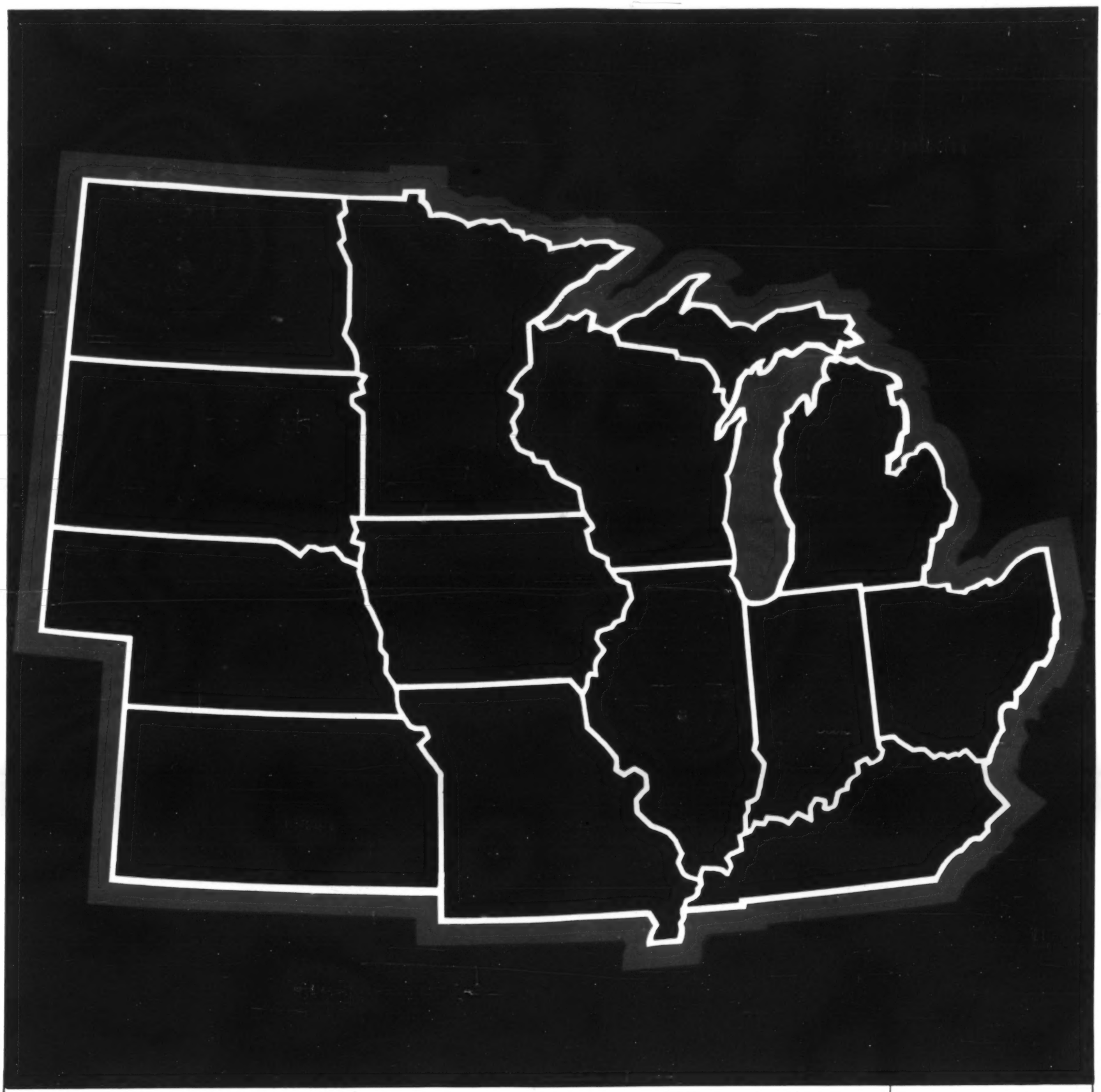
200 EAST ILLINOIS STREET · CHICAGO 11, ILLINOIS
630 THIRD AVENUE · NEW YORK 17, NEW YORK

ar PRINTING, PAPER & PLATEMAKING · DIRECT ADVERTISING · LAYOUT & TYPOGRAPHY · AUDIO & VISUAL AIDS · SHOWS & EXHIBITS
SIGNS & DISPLAYS · PACKAGING & LABELING · ART & PHOTOGRAPHY · PREMIUMS, PRIZES & SPECIALTIES

ADVERTISEMENT

4-SEASON RECREATION BUSINESS helps make and keep Vermont a Sweet Market. Just one order, one bill, one buy, home-delivers your message in the 6 key dailies which blanket the area where 93.9% of Vermont's $570 million* buying power originates. For details, write: THE VERMONT ALLIED DAILIES, Rm. 515, Statler Office Bldg., Boston, Mass.

*Sales Management figures.



$4,780

TIME

...habit forming
Fortify your future with young physicians as they establish their prescribing habits. Most of them read THE NEW PHYSICIAN for over seven years as their official journal.
THE
NEW PHYSICIAN
Reaching interns, residents, newly established doctors and medical students. Official publication Student American Medical Association.
430 N. MICHIGAN AVENUE • CHICAGO 11, ILLINOIS

Philco Tests Its British Sets Here

PHILADELPHIA, Dec. 13—Philco Corp. will enter the imported radio-phonograph market in this country by test marketing its British-made line in three areas.

Philco's international division has reached an agreement with the John M. Otter Co., distributor of domestic Philco products in New York, New Jersey and Philadelphia, to test market the British Philco products in these areas.

Philco has been making short-wave radio receivers in Great Britain for the past ten years, according to Walter S. Bopp, marketing director for Philco International. The company decided on the test campaign because of "growing interest in worldwide communications and in imported products of this type."

The British Philco products are just getting into distribution now, and no advertising is planned until after the first of the year.

■ The British sets have features different from the domestic Philco line. They make Philco the only major U.S. radio-phonograph producer currently offering a full domestic and imported line under one label, according to Mr. Bopp.

The imported line consists of 21 models, ranging from a small, two-band table radio retailing at $39.50 up to a console radio-phonograph, at $459.50. All the radios have at least one short wave band. Styling, though aimed originally at the British home market, has the American touch in its low, horizontal look.

As evidence of the growth of radio-phonograph imports to this country from Europe, Mr. Bopp noted that in 1957, West Germany and Great Britain shipped a total of $4,113,354 worth of these products to the U.S. By 1959, this figure had jumped to a total of $17,973,482.

PHILCO STREAMLINES CONSUMER MARKETING

PHILADELPHIA, Dec. 13—Philco Corp. last week announced a streamlining of its merchandising and marketing organization within its consumer products division.

Gibson Kennedy was named director of merchandising in charge of all merchandising, advertising and sales promotion, a new title. He formerly was manager of major retail accounts. John Kelly, who has been advertising manager of this division for several years, will continue in this capacity. Owen Klepper continues as merchandising manager of appliances and laundry products, and Jack Kane as merchandising manager of electronic products.

The electronics group, consisting of television, radio and phonograph, will be directed by Armin Allen, vp in charge of this area. He formerly was vp-electronic planning.

■ The appliance group, which embraces refrigerators, freezers, ranges and air conditioners, has become the responsibility of Jack Cherry, vp of this group. He formerly was merchandising manager of refrigeration and air conditioners.

Jack Rishel, formerly director of merchandising for the consumer products division, is the vp of Philco's laundry group.

Rayford E. Nugent becomes vp of the accessories and service division.

The responsibility for marketing the Philco consumer product lines through all channels will continue to be that of Robert Urban, vp-marketing of the division. Two other top officers in the consumer division will continue at their present duties: Fred Ogilby remains as vp-sales and John Utz continues as manager of special sales.

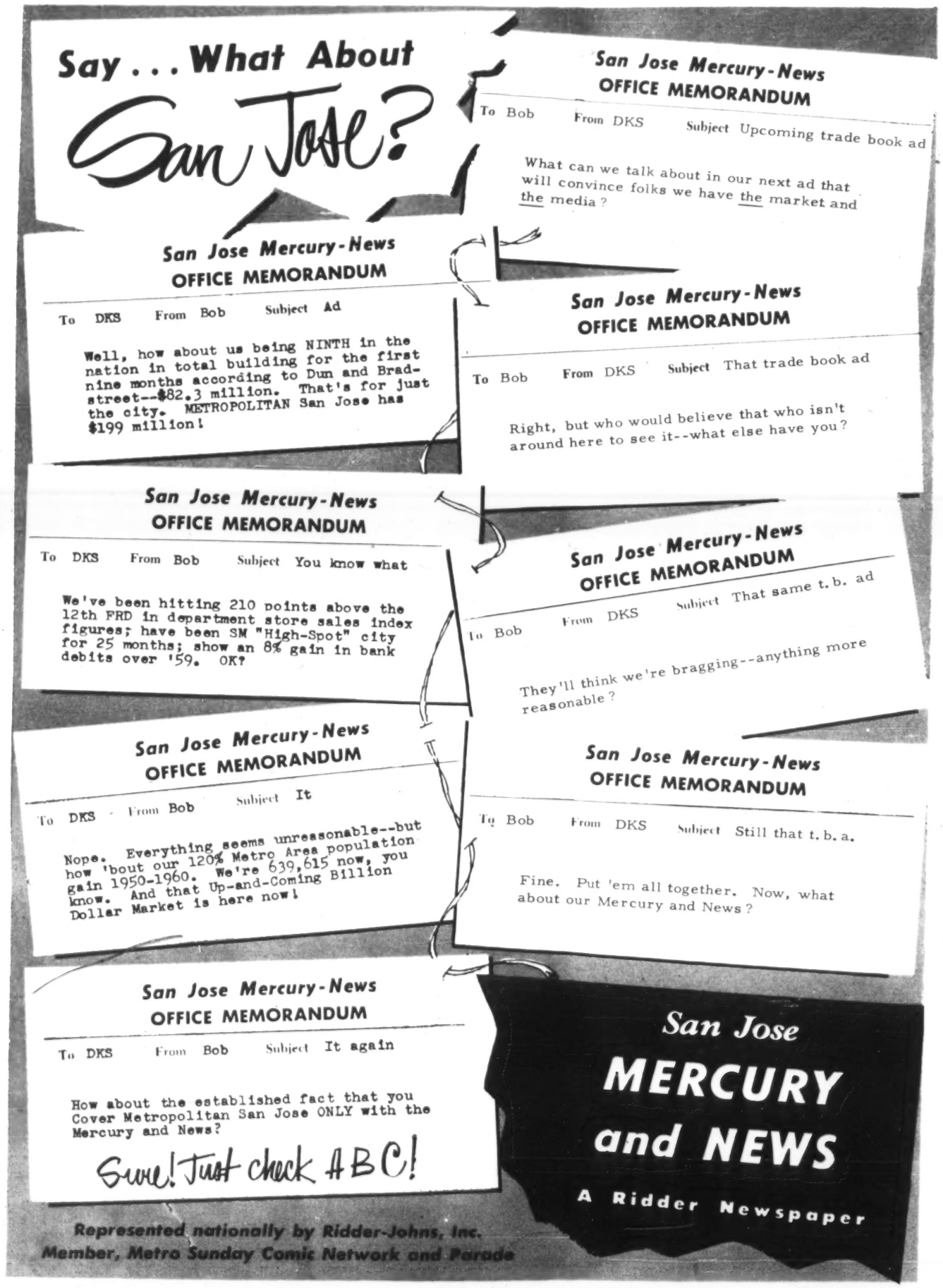
Henry E. Bowes, vp and general manager of the division, said the realignment was designed to strengthen operations activities and to render service to all customers more efficiently. #

Lindhult & Rockett Is Formed

S. Harding Lindhult and Howard G. Rockett have formed an agency, Lindhult & Rockett, with offices at 130 S. Easton Rd., Glenside, Pa. The agency will specialize in industrial advertising.

ADVERTISEMENT

SPACE BUYER after space buyer have found it easy and economical to cover the sweet Vermont market with just one order, one bill, one buy . . . using the Vermont Allied Dailies, a 6-newspaper group which covers the area where 93.9% of the state's $570 million* buying power originates. For details, write: THE VERMONT ALLIED DAILIES, Rm. 515, Statler Office Bldg., Boston, Mass.
*Sales Management figures.


Say . . . What About San Jose?
San Jose Mercury-News
OFFICE MEMORANDUM
To DKS From Bob Subject Ad
Well, how about us being NINTH in the nation in total building for the first nine months according to Dun and Bradstreet--$82.3 million. That's for just the city. METROPOLITAN San Jose has $199 million!
San Jose Mercury-News
OFFICE MEMORANDUM
To Bob From DKS Subject Upcoming trade book ad
What can we talk about in our next ad that will convince folks we have the market and the media?
San Jose Mercury-News
OFFICE MEMORANDUM
To Bob From DKS Subject That trade book ad
Right, but who would believe that who isn't around here to see it--what else have you?
San Jose Mercury-News
OFFICE MEMORANDUM
To DKS From Bob Subject You know what
We've been hitting 210 points above the 12th FRD in department store sales index figures; have been SM "High-Spot" city for 25 months; show an 8% gain in bank debits over '59. OK?
San Jose Mercury-News
OFFICE MEMORANDUM
To Bob From DKS Subject That same t.b. ad
They'll think we're bragging--anything more reasonable?
San Jose Mercury-News
OFFICE MEMORANDUM
To DKS From Bob Subject It
Nope. Everything seems unreasonable--but how 'bout our 120% Metro Area population gain 1950-1960. We're 639,615 now, you know. And that Up-and-Coming Billion Dollar Market is here now!
San Jose Mercury-News
OFFICE MEMORANDUM
To Bob From DKS Subject Still that t.b.a.
Fine. Put 'em all together. Now, what about our Mercury and News?
San Jose Mercury-News
OFFICE MEMORANDUM
To DKS From Bob Subject It again
How about the established fact that you Cover Metropolitan San Jose ONLY with the Mercury and News?
Sure! Just check ABC!
San Jose
MERCURY and NEWS
A Ridder Newspaper
Represented nationally by Ridder-Johns, Inc.
Member, Metro Sunday Comic Network and Parade

$2,290

TIME

Cook Files Counterclaim

Cook Chemical Co., Kansas City, has filed a $1,000,000 counterclaim charging Colgate-Palmolive Co., New York, with unfair competition in household insecticides. Cook is also charging that Colgate has imitated its advertising and packaging. The counterclaim replies to a suit by Colgate seeking judgment declaring invalid a Cook patent for a pump-type sprayer with hold-down cap.

Need to Analyze Your Public Relations?

Press Clippings can keep you fully informed on the results of your public relations program. You can see how many of your releases are published . . . what coverage is given to events you stage . . . what the editors of the nation are thinking. This knowledge will help you plan and develop more effective public relations programs. Interested in learning how we can serve you?

Burrelle's Est. 1888
PRESS CLIPPING BUREAU
165 Church St., New York 7, N. Y.
Phone BArclay 7-5371
1868 Columbia Rd. NW, Wash. 9, D.C.—CO 5-1757
Magee Bldg., Pittsburgh 22, Pa. — COurt 1-5371
14 E. Jackson Blvd., Chicago 4, Ill.—WA 2-5371
1456 N. Crescent Heights Blvd., Los Angeles 46, Calif.—Phone OLdfield 6-0304
One Operations Office (Livingston, N. J.)
NEWSPAPERS • MAGAZINES • TRADE PAPERS

K&E Names Art Directors

Allen McGinley has joined Kenyon & Eckhardt, Detroit, as an art director, and Jeanne Rains has joined K&E in Los Angeles as an art director. Mr. McGinley formerly was an art director of Campbell-Ewald Co. Miss Rains was head art director of the seven May Co. stores in Southern California.

Shaffer Company Formed

Sy Shaffer has established Sy Shaffer Enterprises, 342 Madison Ave., New York, for the composition and production of music used in radio-tv commercials.

CIVIL WAR TIE-INS—*Major General U. S. Grant, III, chairman of the National Centennial Commission (left), and Kermit V. Sloan, of Curtis Publishing Co., chairman of the commission's newly organized advertising committee, discuss the ad committee's job of "screening" ads which might stir up sectional resentment.*

Centennial Group Sets Ad Unit for Civil War Tie-ins

WASHINGTON, Dec. 13—The National Centennial Commission has set up an advertising committee to help admen track down historically accurate information for tie-in ads with the 100th anniversary of the Civil War.

The commission, an official government agency authorized by act of Congress, is under the chairmanship of Maj. Gen. U.S. Grant III.

One of the first jobs of the committee will be to prepare and distribute a pamphlet listing advertising tie-in ideas for use during the centennial. The group also will act as a "screening committee" for advertisers who are wary of offending northern or southern buyers, helping them to sort out incorrect or objectionable statements which might cause sectional resentment.

■ "This committee wipes out the one missing link in our planning for the coming national commemoration," commented General Grant. "It marks the culmination of an objective that we established three years ago when the National Commission was first created. In order for us to make the centennial a complete success, it will be necessary for us to secure the recognition of the great advertising agencies and the great industries they represent."

Kermit V. Sloan, of Curtis Publishing Co., Philadelphia, and a former president of the Washington Civil War Round Table, will head the group. Other officers are Lloyd Howard, head of his own advertising agency in New York, vice-chairman; and R. C. (Jim) Brown, secretary, and George C. Whipple Jr., publicity director, both of Batten, Barton, Durstine & Osborn, New York.

■ Although the membership list is not yet completed, those already appointed include William Fricke, associate media director, McCann-Erickson, New York; Alton Ketchum, vp of McCann-Erickson, New York; Arnold Gates, representing the New York Civil War Round Table; Robert M. Gray, manager of the advertising and sales promotion division of Esso Standard division, New York; George W. Head, manager of advertising and sales promotion of National Cash Register Co., Dayton, O.; Don Walsh, account executive, Persons Advertising, New York; Preston Ewing, account executive, Mel Richman Inc., New York; Stanley E. Cohen, Washington editor, ADVERTISING AGE; Stanley Warren, pr director, Muzak Corp., New York; and Calvin Otto, Prentice-Hall Inc., New York.

General Grant advised that all requests for information should be addressed to Mr. Sloan, Curtis Publishing Co., Independence Square, Philadelphia. #

Bendix Appoints Riley

Warren B. Riley, formerly partner in charge of electronics industry consulting with William E. Hill Co., New York, has been named to the new post of director of marketing and commercial product planning of Bendix Corp., Detroit. Mr. Riley will assist in establishing a corporate new products program in new industrial and commercial markets.

Ad Ethics Improves, AFA Letter Reports

NEW YORK, Dec. 13—Advertising ethics at the local level has "improved considerably" in the last six months, the Advertising Federation of America reports in its current newsletter to members.

The study reports that truth and integrity in local advertising were never more prevalent. "Incidents of bad taste and untruthfulness are on the wane. Local media cooperation with advertising clubs and better business bureaus in the maintenance of truth and good taste in ads is at an alltime high," it continues.

All but nine of 57 adclubs queried said they are conducting projects to maintain advertising standards. But only four clubs considered their work "outstanding," and five said their work was "ineffective."

"Good to fair" was the average evaluation.

■ In those cities where there is no BBB, and where AFA ethics programs are weakest, media cooperation was found to be "dangerously low."

Spamer Moves to Pace

John Spamer, formerly with J. Walter Thompson Co. in New York and Sao Paulo, Brazil, has joined Pace Advertising Agency, New York, as an art director.

ADVERTISEMENT

DIVERSIFIED INDUSTRIES help make, and keep Vermont a Sweet Market. This easy, economical way to sell the state is with just one order, one bill, one buy—the VERMONT ALLIED DAILIES, a 6-newspaper group that blankets the area where 93.9% of the state's $570 million* buying power originates.

For details, write: VERMONT ALLIED DAILIES, Rm. 515, Statler Office Bldg., Boston, Mass.
*Sales Management figures.

The Syracuse Market is BIG

230,814 Salesmen* WORK THIS TERRITORY EVERY DAY!

. . . and they know the territory. The **Syracuse Market** is 15-COUNTIES-BIG . . . and covers one-third New York State's total area. It is **delivered** by only **one** efficient, low-cost way . . .

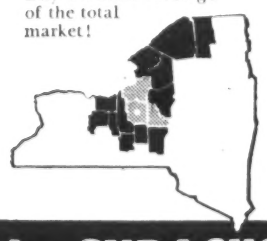
THE SYRACUSE NEWSPAPERS

This big, rich, buying market . . . ALL OF IT . . . must be in your advertising plans! No other combination of media in this area delivers comparable coverage at a comparable cost. Get the details—circulation, influence-power, and full market measurement from MOLONEY, REGAN & SCHMITT.

*The combined circulation of the Syracuse Newspapers.

FULL COLOR AVAILABLE—
Daily & Sunday

Buy TOTAL coverage of the total market!



*SRDS Consumer Market Data

Results of Selling Research Inc, Latest Test Market Survey

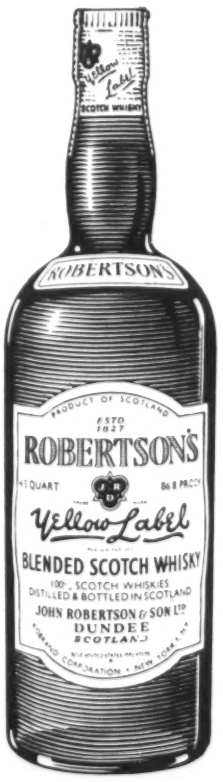
the SYRACUSE NEWSPAPERS

HERALD-JOURNAL & HERALD-AMERICAN Evening Sunday • THE POST-STANDARD Morning & Sunday

Represented Nationally by MOLONEY, REGAN & SCHMITT

CIRCULATION: Combined Daily 230,814 Sunday Herald American 202,467 Sunday Post-Standard 102,966

Unchanged Since 1827



ROBERTSON'S YELLOW LABEL SCOTCH
IMPORTED IN THE BOTTLE FROM SCOTLAND
86.8 PROOF, 100% SCOTCH WHISKIES KOBRAND CORP., N.Y.1, N.Y.

$3,835

TIME

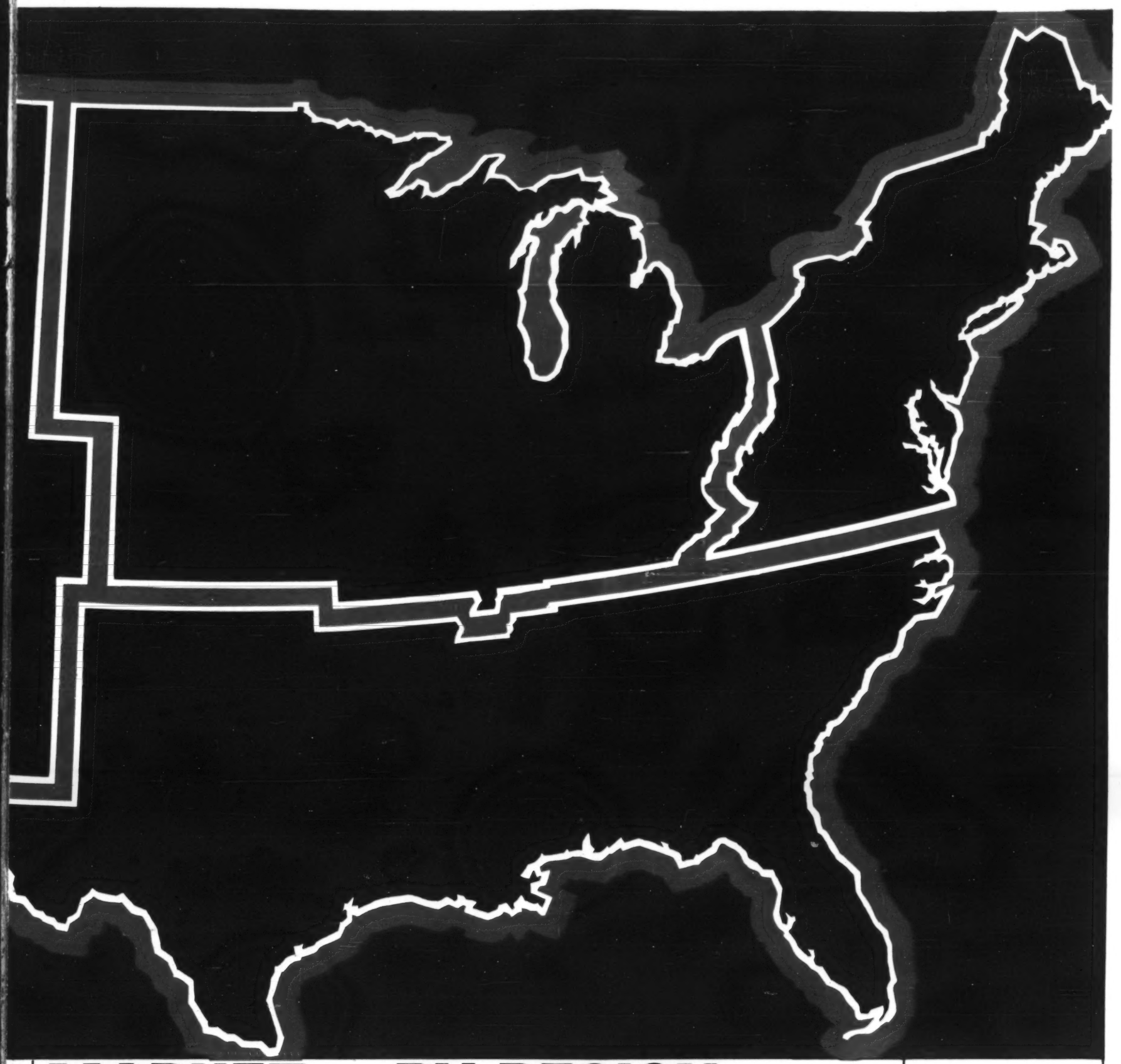
NOW YOU CAN BUY THE BIG TIME

REGION*	CIRCULATION	PAGE B&W*	PAGE 4-COLOR*
Eastern	930,000	$6,260	$9,390
Central	710,000	4,780	7,170
Western	570,000	3,835	5,755
Southern	340,000	2,290	3,435
National	2,550,000	14,300	21,450

*Regional editions: full pages only

Call or write for details

New York	Rockefeller Center	JUdson 6-1212
Boston	Statler Building 20 Providence St.	HUbbard 2-7377
Chicago	221 No. LaSalle St.	ANdover 3-2860
Cleveland	Hanna Building 1422 Euclid Avenue	SUperior 1-1212
Detroit	Fisher Building West Grand & Second Boulevards	TRinity 5-1212
Los Angeles	3424 Wilshire Boulevard	DUnkirk 5-8151
Minneapolis-St. Paul	Rand Tower 527 Marquette Ave.	FEderal 3-0478
Philadelphia	Girard Trust Building 1400 South Penn Square	LOcust 8-1212
Pittsburgh	Grant Building	COurt 1-3525
St. Louis	Shell Building 13th & Locust Street	GEneva 6-1212
San Francisco	100 Bush Street	YUkon 2-5000



MARKET...BY REGION

Starting with the issue of January 20, 1961—and every fourth week from then on—you can place advertising in TIME for any or all of the four regions outlined on the map above. Here is your opportunity for concentrated coverage of the nation's best customers in any combination you choose of America's four major marketing areas. Here and ready to work for you is the big, selective TIME selling power—with a new flexibility...new efficiency...new economy.

TO REACH INFORMED AND INFLUENTIAL U. S. FAMILIES WHO WANT THE WHOLE STORY OF THE WHOLE WORLD'S WEEK

TIME

The Weekly Newsmagazine

PUBLICITY

in 2093 Cities!

Send for a copy of FEATURE Magazine, America's prime publicity medium. It reaches all editors in the 2093 largest cities of the U.S. with your feature releases. Hailed by Newsweek! Used by scores of major companies and top PR firms. On your letterhead, please.

CENTRAL FEATURE NEWS, INC.
1475 BROADWAY, N. Y. 36

Best Seller Author Charged with Giving False Stock Advice

NEW YORK, Dec. 13—New York state's attorney general has charged the author of the best-seller, "How I Made $2 Million in the Stock Market," with giving "fraudulent and deceptive" investment advice in the book. The book is in its fifth printing and has been extensively advertised.

Attorney General Louis Lefkowitz asserted that the parttime author, Nicholas Darvas, earned only $261,000 between January, 1953, and July, 1959, not $2,000,000, as the book claimed.

What's more, the attorney general asserted, Mr. Darvas lost $65,000 from mid-1959 to October, 1960. Mr. Lefkowitz did not file any criminal action against Mr. Darvas, who is an acrobatic dancer, or the publishers of the book, American Research Council Inc.

The author and publisher, however, must appear in state supreme court Dec. 20 with books and records. In a statement, American Research Council called the attorney general's charges "book burning by publicity and unsubstantiated guesswork."

Attorneys for the publisher said no advertising agencies are involved in the hassle. #

Cleworth Names Mullen

Cleworth Publishing Co., Cos Cob, Conn., has appointed Edward F. Mullen southeastern sales representative for all of its publications. Mr. Mullen, who will headquarter in Atlanta, was formerly manager of Hale Printup & Associates, Atlanta.

CLOSED CIRCUIT TV IN COLOR

by W. A. Bartel, President, Ellington & Co.

Last month, our client Celanese scored another promotional first—the first large screen color closed circuit telecast done nationally.

Problem was to introduce Celanese new polyester fiber Fortrel to some 10,000 important people in retailing with enough impact so that it registered *now*—in time to influence Spring buying.

The device—a straightforward management presentation of background, research, product advantages, quality control, styling, merchandising and advertising programs. Principal speaker for Celanese was marketing director Louis Laun. Fortrel fashions were commentated by top magazine editors Nancy White of Harper's Bazaar, Kathleen Casey of Glamour, Janet Livingston of Good Housekeeping and Everett Mattlin of Gentlemen's Quarterly.

Ten hosting teams from client and agency covered the thirty-six principal markets to greet guests and carry the word.

Attendance was excellent. Response gratifying. And a good start made on entering a highly competitive market.

This closed circuit presentation is typical of the many Special Events we develop to make advertising dollars go farther for Ellington clients.

ELLINGTON & COMPANY INC.
535 FIFTH AVENUE, NEW YORK 17 MURRAY HILL 7-4300
Advertising • Promotion • Publicity

Two guides that point the way to better paper buying The free booklet tells *why* papers made with cotton fiber offer you more in prestige, permanence, performance. The "Better Papers" emblem tells *who* makes them. Send for the booklet; watch for the emblem.

BETTER COTTON FIBER PAPERS

Cotton Fiber Paper Manufacturers, 122 East 42nd Street, New York 17, N. Y.

BETTER PAPERS ARE MADE WITH COTTON FIBER
LOOK FOR "COTTON" OR "RAG" IN THE WATERMARK OR LABEL

when you buy the one and only genuine imported

SWITZERLAND SWISS CHEESE

by the slice... *or chunk...*

If you haven't tried imported *Switzerland* Swiss Cheese . . . you just don't know what *real* Swiss Cheese tastes like! Enjoy that unique nutlike flavor and rare bouquet. Be sure to buy the cheese labeled "Genuine, Imported *Switzerland* Swiss Cheese". And to get an imported Swiss Lady's Handkerchief free as a gift from beautiful Switzerland, simply send two empty bags or labels bearing the words "Switzerland Swiss Cheese". (If you buy by the chunk, ask the dealer for an official handkerchief order form.)

Switzerland Cheese Association
444 Madison Ave., New York, N. Y.

One of the secrets of that superior quality is the **HOLE!**

Yes, the hole in the genuine Switzerland Swiss Cheese has a special meaning all its own . . . to the practiced eyes of the official inspectors who literally swarm all over Swiss Cheese factories. They make sure that the 2,000-year old tradition of quality is maintained.

That's one of the secrets of the unique nutlike flavor and bouquet that only the genuine Switzerland Swiss Cheese has. Even the holes taste better . . . when you eat the genuine. Look for the word "Switzerland" on the package or on the rind.

You are invited to send for our new free booklet of favorite Swiss Cheese receipes

Buy the one and only genuine imported

SWITZERLAND SWISS CHEESE

Switzerland Cheese Association
444 Madison Ave., New York, N. Y.

HUMOR VS. FREE OFFER—*Switzerland Cheese Assn. is testing two ways to promote the idea that there is only one genuine Swiss cheese. In Chicago, Los Angeles and San Francisco, the association is offering a lady's Swiss handkerchief. In Philadelphia, Wilmington, Baltimore and Washington, cartoons and a recipe booklet are featured. Newspapers, radio and in-store material are used in both tests. Williams & London Advertising, Newark, is the agency.*

Alcoa, S. C. Johnson, Paxton & Gallagher Hit in FTC Plaint

WASHINGTON, Dec. 13—An Iowa food chain and its suppliers seem to be the guinea pigs in the Federal Trade Commission's investigation of anniversary sales.

Early this year the commission swooped down on Benner Tea Co., Burlington, Ia., charging the chain with inducing illegal promotional allowances from its suppliers. Subsequently FTC sent out complaints against at least seven suppliers for kicking in the discriminatory ad allowances.

Latest in FTC's series of complaints against Benner suppliers hits Aluminum Corp. of America, Pittsburgh; Paxton & Gallagher, Omaha coffee roaster; and S. C. Johnson & Son, Racine.

Another supplier, Penick & Ford Ltd., New York, has denied FTC charges that the ad allowances it granted to Benner were discriminatory.

■ All were charged with handing over advertising allowances to Benner to support the chain's 1959 "Foodarama" anniversary sales promotion. In each case, FTC said, the suppliers didn't make the payments available on a proportionally equal basis to other customers, as required by Sec. 2 (D) of the Robinson-Patman amendment to the Clayton Act.

The commission's crackdown on Benner and its suppliers is the first in a series of alleged offenses turned up in an "investigate-by-mail" probe (AA, July 4). So many leads poured into FTC's offices that because of a manpower shortage the commission was forced to take one case at a time. #

ATA Sets $131,000 Campaign

The Air Transport Assn. of America has approved a $131,000 promotional campaign for 1961 to promote air parcel post and air travel by military personnel. The program will be carried out by the Air Traffic Conference of America, ATA division, composed of traffic and sales officers of the leading scheduled airlines. John A. Lundmark, assistant vp-traffic of ATA, said the industry will spend $43,000 to promote air parcel post and $88,000 to stimulate military traffic. Ketchum, MacLeod & Grove, Washington, is the ATA agency.

Offers Advance PR Course

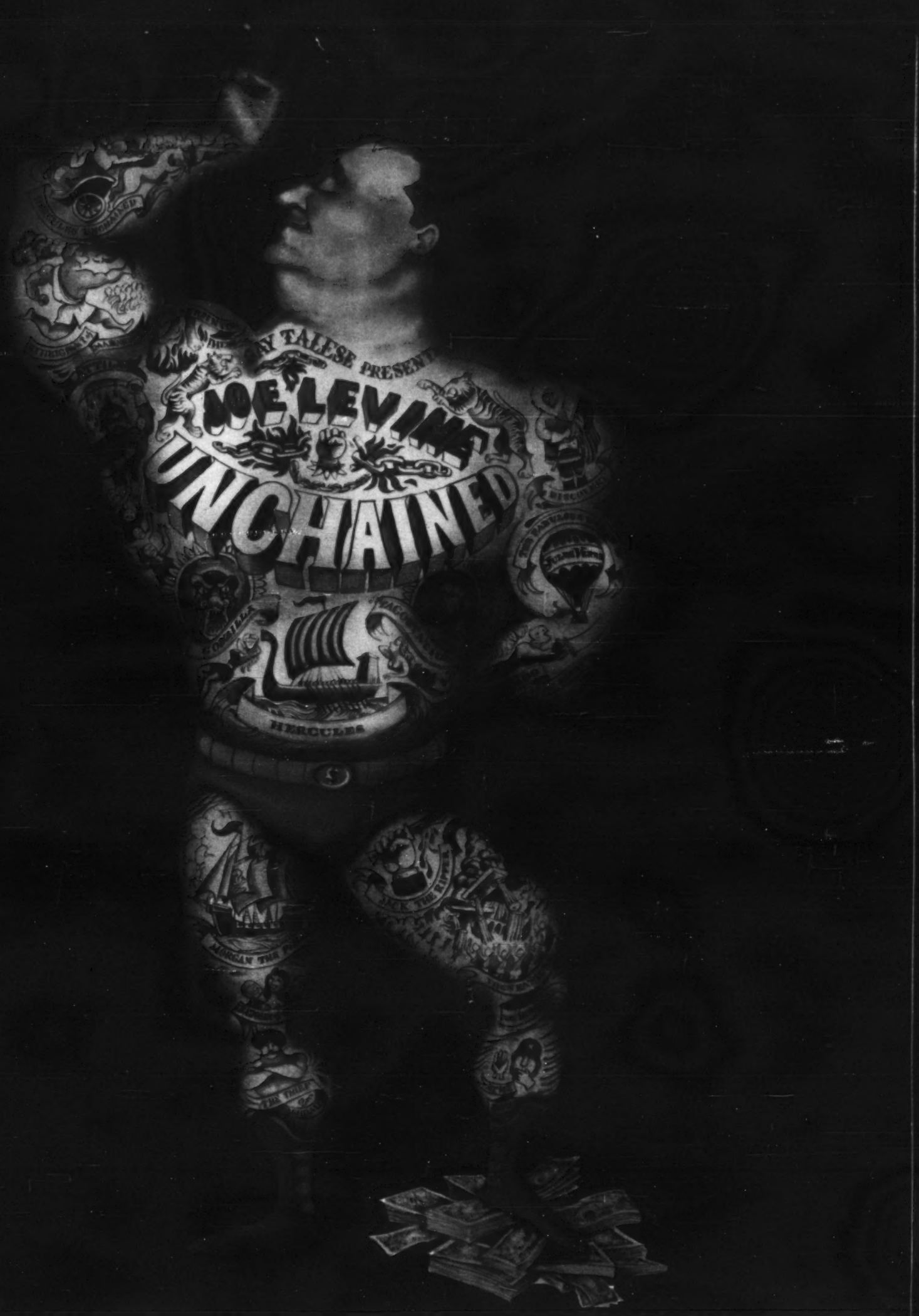
The New York chapter, Public Relations Society of America, is offering an advanced, 12-session course in "The Principles & Applications of Public Relations," starting Feb. 1. The fee is $35.

ADVERTISEMENT

BALANCED ECONOMY, ⅓ industry, ⅓ agriculture, ⅓ recreation, makes Vermont a Sweet Market. Boost sales here easily with just one order, one bill, one buy—THE VERMONT ALLIED DAILIES, a 6-newspaper group which covers the area where 93.9% of the state's $570 million* buying power originates.

Write: The Vermont Allied Dailies, Rm. 515, Statler Office Bldg., Boston, Mass.

*Sales Management figures.



JOE LEVINE UNCHAINED: P. T. BARNUM IN CINEMASCOPE

A portrait of filmdom's most titanic and flamboyant promoter from the pages of January ESQUIRE.

AUTHORITY
IN
A
MAN'S
WORLD

How to
smoking

...if you're a factory

Some factories have the same problem some people do. First, judging whether they smoke too much, and then cutting down. It's just easier for factories, says Ben Skrotzki, an Associate Editor of McGraw-Hill's POWER.

Smoke and air pollution have never been covered by any publication as thoroughly as in POWER's new 48-page report in its December issue. Six editors were assigned such subjects as history of air pollution (it not only predates industry, it predates *man*); its effect on health and economy (a bad reputation can keep good business neighbors away); what's been done and what individual plants and communities can do.

Reports like this are no surprise to POWER subscribers. In the past, Ben Skrotzki and his colleagues have turned out exhaustive studies on water resources, water treatment and energy for their readers in utilities, manufacturing and service industries, and consulting and contracting organizations.

Skrotzki's own background is perfect for such projects. Author or editor of eight textbooks, with 22 years' experience in utility operation and design, he has taught power and allied subjects at Cooper Union, and served on power committees.

Skrotzki and POWER are, in fact, typical of the relationship between McGraw-Hill magazines and over one million key businessmen who pay to read them. Seasoned veterans in their fields, the editors of all McGraw-Hill publications are an authoritative source for facts and information their readers need and use in their jobs.

This editorial vitality creates a receptive audience, one that can have a great deal of meaning to you as an advertiser.

McGraw-Hill

PUBLICATIONS

McGRAW-HILL PUBLISHING COMPANY, INC., 330 WEST 42nd STREET, NEW YORK 36, N. Y.

Smoke control is one segment of air pollution in which POWER has a special interest. With New York City's Commissioner of Air Pollution Control, Arthur J. Benline, Ben Skrotzki (with chart) discusses the Micro-Ringelmann Chart his magazine developed in 1954. It has been adopted as a convenient means of checking smoke density in many municipal ordinances in the U.S., and Commissioner Benline reports he has heard it referred to by men from as far away as Australia.

$140,000 Drive Gives Dallas 79 New Plant Leads

DALLAS, Dec. 13—The first lap of Industrial Dallas Inc.'s three-year program to interest new industries in the city is getting results.

The advertising campaign in national publications to attract businesses to Dallas was launched in October, 1959. Twenty-nine ads and $140,000 later, the results make a good showing, according to Wilson W. Crook Jr., exec vp of Crook Advertising Agency, which handles it.

Mr. Crook told members of the Dallas Advertising League that 550 inquiries have been generated by the ads. Of these, 283 are from businesses and industries that are now in the process of choosing new locations and have an interest in Dallas. The figure includes 79 manufacturers, 20 of whom are considered to be hot prospects. Three are said to be in the "bingo" stage.

Any one of the three would be the biggest addition to the Dallas economy since 1940 and would more than pay for the campaign, Mr. Crook said. One of them might have an $8,500,000 payroll. "We are on the brink of some very happy news for Dallas and its future," he predicted.

■ An industrial consultant was in Phoenix when he saw the ad of Industrial Dallas in the January issue of *Fortune*. Dallas was not on his original list of 63 cities under consideration. He routed his trip through Dallas on his return to headquarters. Now Dallas is one of the top three cities on his list.

Industrial Dallas ads ran on an October, November, January, February and March schedule. Publications used were *Fortune*, *Wall Street Journal*, *Business Week*, *U.S. News & World Report*, *Harvard Business Review*, *Plant Location*, *Industrial Development*, *Electronics*, *Aviation Week*, *Petroleum Engineer*, *Petroleum Week* and *Oil & Gas Journal*.

Judged on an inquiries-per-1,000 basis, media ranked as follows, according to Mr. Crook: (1) *Fortune*; (2) *Wall Street Journal*; (3) *Business Week*; (4) *U.S. News & World Report*; (5) *Harvard Business Review*. The same list, based on cost per inquiry, ranked: (1) *Fortune*; (2) *Business Week*; (3) *Wall Street Journal*; (4) *Harvard Business Review*; and (5) *U.S. News & World Report*.

■ Ads showing the Dallas skyline outpulled ads with other illustrations two and three times, he said. "The number of new buildings impresses people. The skyline of Dallas is so clean and new that it symbolizes, without a word being spoken, progressiveness and prosperity and the look of a clean, modern city," Mr. Crook said.

Ads with coupons outpulled non-coupon ads two and three to one. Color outpulled b&w ads in relationship to cost, and is well worth the extra cost for this type of advertising, according to him.

Of the $600,000 asked of Dallas business men to support the initial three-year program, $250,000 has been pledged. A campaign to raise the $350,000 needed is under way. Spring and fall schedules in *Fortune*, *Business Week*, *Wall Street Journal* and *U.S. News & World Report* are planned for 1961. #

Willys Moves Account to Burley, Norman in Canada

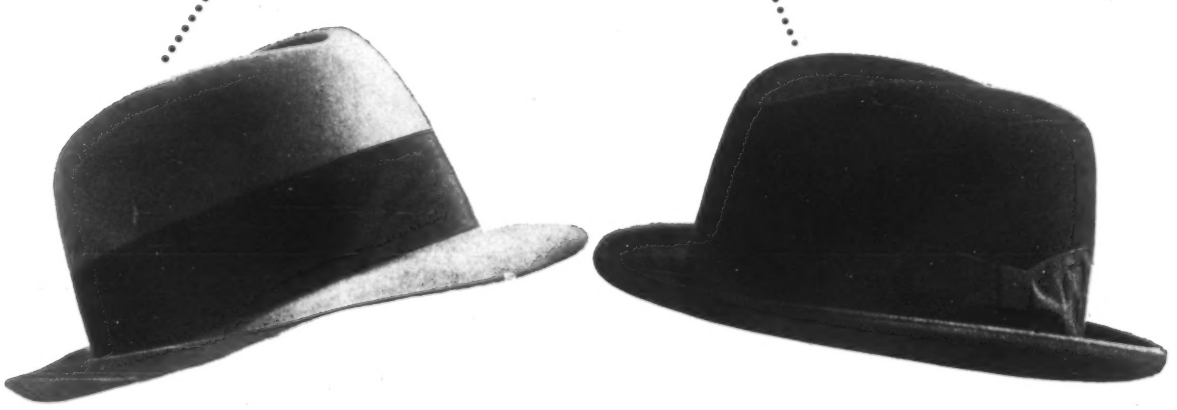
Willys of Canada has moved its account, said to bill $112,000, from Ardiel Advertising to Burley, Norman, Craig & Kummel, Toronto. The latter agency was formed in September.

Scott to United Business

Michael Scott, former advertising director of *American Hairdresser*, has joined United Business Publications, New York, as promotion manager of *Cleaning Laundry World*, *Coin-Op* and other publications.

This new National Yellow Pages Service is the last link in our marketing chain...it'll sell our prospects right before they buy!

TELL ME MORE!



Ad Mgr.: Well, it's our one sure way of selling prospects at the point of decision — and moving them to *our* point of sale.

MKTG.DIR.: Use the Yellow Pages to *sell*?

Ad Mgr.: Right! New NYPS lets us tell people *why* to buy as well as *where*. We can now run the same kind of selling advertising in the Yellow Pages as we use in other media, and reinforce our selling message when people are ready to buy.

MKTG.DIR.: But what about our tricky marketing set-up?

Ad Mgr.: With NYPS, we can buy ads in any combination of over 4000 Yellow Pages directories across the country.

MKTG.DIR.: Do we *need* 4000 directories?

Ad Mgr.: Probably not. We buy only as many directories as we need to cover our market. There's no waste circulation.

MKTG.DIR.: Sounds good. Let's move on it.

Ad Mgr.: We are — the NYPS rep and the agency are working on a plan right now!

ONE CONTACT / ONE CONTRACT / ONE MONTHLY BILL

NEW NATIONAL YELLOW PAGES SERVICE

For details contact your NYPS representative through your Bell Telephone office.

Appliance Service is big Business

For facts about this fast growing industry ask for your copy of Market File "A".

ELECTRIC APPLIANCE Service News

505 N. LaSalle St., Chicago 10, Ill.

Market on the move!

Toledo's top-rated Economic Diversification assures a stable market

WHEN it comes to economic diversification, Lucas County (Toledo) leads the eight largest Ohio counties, according to a survey by the Bureau of Business Research of Ohio State University.

This is one of the key factors accounting for the high degree of economic stability enjoyed by the Toledo Market. Peaks and valleys experienced by other markets dependent upon the fortunes of several large industries, occur less frequently in Toledo. Here, the largest firm employs less than 10% of the total working force.

For sixteen consecutive months SALES MANAGEMENT MAGAZINE has selected Toledo as a "best market for retail sales." The accuracy of its forecasts has been substantiated by Fourth Federal Reserve retail sales reports showing Toledo stores well ahead of last year.

In addition, other business barometers leave no doubt about Toledo's being a growing economy. Toledo tops *all* of the rich Standard Metropolitan Areas of Ohio in per capita income—a leadership it has maintained for six consecutive years. Savings are setting new records, construction activity is well ahead of the national average, and during the past shipping season the Port of Toledo had its greatest year in history.

With a trading area population of over one million and net effective buying income of over $2 billion, Toledo offers and will continue increasingly to offer national advertisers a market place of great economic stability and unusual opportunity. Fortunately The Blade provides an intensive coverage of its market that is matched by few newspapers in the nation.

THE BLADE

One of America's Great Newspapers

REPRESENTED NATIONALLY BY MOLONEY, REGAN & SCHMITT, INC.

Elks Magazine readers again lead more Starch Report classifications than the readers of any other men's magazine regularly surveyed.

Elks lead in income and occupational status . . . travel, apparel and home ownership. This leadership means a top opportunity to sell products for business, home and personal use.

To reach Elks, advertise in their own magazine—it's the best way to sell the #1* men's market.

*1959 Starch Report . . . ask your local ELKS Representative to show you a copy.

THE Elks MAGAZINE

New York, 386 Fourth Ave.
Chicago, 360 N. Michigan Ave.
Los Angeles, 1709 W. 8th St.

WWTV-AREA FAMILIES BUY 54% MORE FOOD THAN NORTH DAKOTA!

WWTV has daily circulation, daytime and nighttime, in 36 Michigan counties (NCS No. 3).

WWTV, Cadillac-Traverse City, *alone* serves an area with *54% more food sales* than the entire state of North Dakota*.

WWTV is the undisputed leader in Northern Lower Michigan television, delivering more homes than Station B in 433 of 450 competitive quarter hours surveyed, 8 a.m.-Midnight, Sunday through Saturday (NSI, Cadillac-Traverse City—June 6-July 3, 1960). To match WWTV's 36-county coverage you would have to use 13 daily newspapers or 16 radio stations.

Add WWTV to your WKZO-TV (Kalamazoo-Grand Rapids) schedule and get all the rest of outstate Michigan worth having! *If you want it all, give us a call!*

**WWTV-area food sales are $219 million compared to $133.9 million for North Dakota. (Source: SRDS, October 15, 1960)*

The Fetzer Stations

WKZO-TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
WWTV — CADILLAC-TRAVERSE CITY
KOLN-TV — LINCOLN, NEBRASKA

AM - TV - FM

WWTV

316,000 WATTS • CHANNEL 13 • 1282' TOWER • CBS and ABC
Officially Authorized for CADILLAC-TRAVERSE CITY
Serving Northern Lower Michigan

Avery-Knodel, Inc., Exclusive National Representatives

Getting Personal

Lee P. Adams, ad director of *Popular Science,* has a topper story that's hard to top. After lunch at the Envoy recently the check girl handed him a hat identical to his except it was initialed "LL" instead of "LPA." Efforts to find his own hat failed so he wore LL's hat for six weeks. Then one day, he parked it on the hat rack at the Oyster Bar, only to have LL's hat disappear and another appear in its place. The initials this time: His own "LPA" . . .

The $949 cash lost at Aqueduct Raceways Dec. 2 turned out to belong to Mrs. Max Geller, wife of the president of Weiss & Geller and the chairman of Davega Stores. The money was turned in by a fellow horseplayer who refused a reward. Mrs. Geller owns her own Idan Stables while **Dr. Geller** owns part of the Jagma Stables . . .

Stephan Ronay, an artist at McCann-Erickson, has a one-man show of his paintings at New York's Geminaire Gallery . . . **Myron Jonas,** head of his own New York agency, has an exhibition at the Benson-Baker Gallery of his "non-abstract" landscapes which are described as "sunny, lively, vigorous and living-room-size" . . .

AIRBORNE ADMAN—*Charles J. Cole, account exec for Scandinavian Airlines with Adams & Keyes, New York, and coordinator of the agency's overseas affiliates, takes off on his 125th trans-Atlantic flight.*

The School of Visual Arts, New York, announces a new course in tv advertising art to be given by **Lew Schwartz,** animation supervisor of J. Walter Thompson Co. . . .

The two daughters of **Vince De Luca,** radio salesman with the Katz Agency, are jubilant: A brother, Robert Vincent, was born Nov. 25 . . . A second son, Richard Louis, was born Nov. 29—weighing in at a hefty 10 lbs.—to **Mel Goldberg,** research director for Westinghouse Broadcasting Co., and his wife Norma . . .

Richard L. Carrie, ad salesman with *Seventeen,* has been elected president of the Montclair Academy Alumni Assn. . . . **Walter D. Scott,** exec vp of NBC, is heading the radio-tv committee of the United Hospital Fund of New York . . . **Fen K. Doscher,** marketing vp of Lily-Tulip Cup Corp., is now a director of Keep America Beautiful Inc. . . .

Kenneth Morton, vp of KOOL (am, fm, tv), CBS outlets in Phoenix, has been elected to the board of directors of the Bank of Phoenix . . .

In the current *Yachting* **Cortez F. Enloe Jr., M.D.,** head of the New York agency bearing his name, is the author of an article following Columbus' footsteps on San Salvador . . .

Mr. and Mrs. **Rolland W. Taylor** have announced the engagement of their daughter Martha to Ensign Thomas Hayne. The bride-to-be's father is president of Foote, Cone & Belding . . . And also at FC&B in New York, assistant account exec **Robert Werts** is engaged to Gretchen Schneckenburger . . . Christopher Larsen, son of **Roy Larsen,** chairman of Time Inc.'s executive committee, was married Nov. 26 to Janet McCaslin . . . Louise Schaffner and **Kenneth Fratto,** with Ogilvy, Benson & Mather, were married Nov. 26 . . . A February wedding has been announced for Claire Sheridan and **John Henderson,** president of Henderson & McNelis, marketing research company . . . In the latest advertising merger, **Enid Cohn,** broadcast buyer at McCann-Erickson, married **Alvin L. Schur,** director of marketing and market research of Robert E. Wilson Inc., Dec. 4 . . . Honeymooning in London and Madrid are **Sandy Cummings,** ABC-TV vp and director of programs for the western division, and his bride, the former Betty Jean Herman . . .

Burton Browne, head of the Chicago agency bearing his name, found himself in the Dec. 12 issue of *Time* as "the only saloonkeeper listed in 'Who's Who,' the 'Social Register' and Dun & Bradstreet." Owner of three Gaslight Clubs, key clubs in Chicago, New York and Washington, D. C., Mr. Browne has now sold 32 franchises to Black Sheep Clubs across the country . . .

Melvin N. Poretz, ad and sales promotion manager of Topps Chewing Gum Inc., proved to be a good character actor on CBS-TV's "To Tell the Truth" Dec. 5. As one of three guests claiming to be Mark Kaminsky, an American educator arrested by the Russians, he deceived two of the four panelists . . .

An art portfolio just out is by **Daniel Millsaps,** founder and president of Allied Business Consultants, advertising and promotion agency in Washington, D. C. It reproduces pen-and-ink drawings by Mr. Millsaps along with a brief biography and photographs of the artist through the years . . .

Matthew J. Culligan, general corporate exec with McCann-Erickson, New York, has been named a trustee of the American Child Guidance Foundation . . . **Robert F. Carney,** chairman of Foote, Cone & Belding, is again heading the advertising division of the Legal Aid Society's campaign for funds. This is his sixth consecutive year of fund raising for the society . . .

A fourth child, Nora Ruth, was born Dec. 5 to Mr. and Mrs. **Ben Halpern.** Mr. Halpern handles special tv events at United Artists . . . Johannah Dwyer and **John E. Weinhofer,** in the ad department of Union Carbide's silicone's division, were married Dec. 3 . . .

ANNOUNCING...

A National Frequency and Volume Discount for Los Angeles Times Advertisers

THE DISCOUNT PLAN ALSO APPLIES TO THE LOS ANGELES MIRROR

ANOTHER FORWARD STEP . . .

The Times is pleased to announce that beginning January 1, 1961 a National Frequency and Volume Discount will go into effect for advertisers on a 26-week contract. This means that the west's leading advertising medium—over and above its many present advertising advantages—now offers another very substantial reason for using The Times as a basic medium in the great Los Angeles marketing area.

FLEXIBILITY FOR ALL ACCOUNTS . . .

A major advantage of The Times' new Frequency and Volume Discount Plan is its unique flexibility which builds on the inherent flexibility of the newspaper medium.

Here is a discount structure which enables you, the national advertiser, to truly coordinate your advertising and sales efforts and provide impact when you need it most . . . during model changes, introduction of new products, seasonal demands and other periods of special importance in your business. The size of your ad, the frequency—these can be varied to meet the sales needs of your advertising schedule.

The new plan applies to advertisers in any category who place 6 or more insertions and run 6000 or more lines in The Times during a 26-week contract period. The discounts range from 2% for minimum performance to 15% for a schedule of full pages.

For complete details contact Los Angeles Times, Los Angeles 53, California, or Cresmer & Woodward, Inc., New York, Chicago, Detroit, Atlanta, Los Angeles, San Francisco.

MORE THAN EVER—IN THE SIXTIES—IT'S THE LOS ANGELES TIMES—THE WEST'S LEADING ADVERTISING MEDIUM

December Pages and Linage in Consumer Magazines

Current and Year-to-Date Figures for U.S., Canadian and Foreign Publications Reporting to Advertising Age

Weeklies, Bi-Weeklies, Semi-Monthlies (November)

	Pages				Lines			
	Nov. 1960	Nov. 1959	Jan.-Nov. 1960	Jan.-Nov. 1959	Nov. 1960	Nov. 1959	Jan.-Nov. 1960	Jan.-Nov. 1959
Commonweal	23.3	15.9	194.2	170.9	9,786	6,678	81,564	82,362
Cue	95.0	71.3	847.4	735.6	40,754	30,602	363,554	315,593
Down Beat	43.9	50.7	513.6	506.2	18,452	21,280	215,768	211,476
†Grit	29.2	22.2	285.5	293.8	29,198	22,239	285,524	293,780
†Life	294.7	396.1	3,096.9	3,392.1	200,397	269,365	2,105,893	2,306,645
Look	175.8	152.6	1,480.8	1,328.6	119,551	103,768	1,006,924	903,448
†Newsweek	261.5	357.2	2,690.1	2,803.5	109,830	150,024	1,129,840	1,177,470
§New Yorker	666.1	686.2	4,811.7	4,599.0	285,755	294,375	2,064,220	1,972,971
#National	660.2	676.4	4,729.9	4,494.2	283,214	290,160	2,029,112	1,928,006
#Sectional	21.1	35.1	291.2	369.6	9,075	15,052	124,936	158,566
Presbyterian Life	17.3	14.4	139.4	147.5	7,284	6,055	58,676	62,027
The Reporter	51.7	30.7	415.4	253.1	21,705	12,884	174,520	106,286
Saturday Evening Post	223.0	276.1	2,607.5	2,636.1	151,672	187,742	1,773,100	1,792,574
Saturday Review	129.0	108.9	1,021.0	995.1	54,167	45,748	428,785	417,940
‡Sporting News	26.6	24.1	228.2	272.2	28,838	26,157	247,612	295,338
*†Sports Illustrated	186.7	239.4	1,877.8	1,569.0	78,414	102,672	746,818	677,150
†Time	286.3	342.7	2,797.0	2,729.3	120,229	143,871	1,174,691	1,146,358
TV Guide	70.4	75.6	633.2	618.7	12,811	13,750	115,212	112,582
†U. S. News & World Report	240.0	308.7	2,636.0	2,508.0	100,800	129,654	1,107,120	1,053,360
Total Group	2,820.5	3,171.8	26,275.7	25,558.7	1,389,643	1,566,864	13,079,821	12,927,360

†Four issues in November, 1960; five issues in November, 1959. ‡Five issues in November, 1960; four issues in November, 1959. §Total represents national advertising plus sectional at reduced decimal equivalent. #Not included in totals. *These figures adjusted for and including regional space.

	Pages				Lines			
	Dec. 1960	Dec. 1959	Jan.-Dec. 1960	Jan.-Dec. 1959	Dec. 1960	Dec. 1959	Jan.-Dec. 1960	Jan.-Dec. 1959
Women's								
#†Bride & Home	——	——	421.3	331.5	——	——	266,346	209,675
*†Bride's Magazine	——	——	722.1	697.8	——	——	456,367	441,016
Everywoman's Family Circle	37.6	49.5	562.0	540.2	16,130	21,236	241,097	231,747
Good Housekeeping	71.7	87.7	1,121.9	1,247.4	30,778	37,635	481,282	535,150
Ladies' Home Journal	59.3	78.5	928.1	1,080.9	40,310	53,394	631,127	734,990
McCall's	92.6	62.8	1,102.8	802.5	62,988	42,720	749,946	545,751
#††Modern Bride	78.0	79.0	571.0	586.8	49,296	49,928	360,885	370,832
§Parents' Magazine:								
National Edition	55.4	63.0	820.3	803.1	23,746	27,019	351,861	344,479
Metropolitan New York Ed.	60.6	72.8	898.4	880.8	25,872	31,207	385,215	377,855
Pacific Mountain Edition	56.2	64.3	837.0	829.9	24,011	27,572	358,929	355,963
Seventeen	79.7	77.2	1,444.2	1,348.1	54,180	52,507	982,025	916,688
The Workbasket	22.3	23.7	443.8	447.8	4,367	4,648	86,978	87,776
*Woman's Day	31.2	50.3	478.7	482.6	13,393	21,591	205,372	207,019
Total Group	566.6	629.8	9,359.3	9,161.1	295,775	319,529	4,843,221	4,778,439

*Includes sectional linage prorated to circulation of regional editions. §Includes sectional and Shopping Scout linage and the average decimal for Dove soap partial run. †Published quarterly. ††Published bi-monthly. #Not included in totals.

General								
American Artist	24.1	31.2	269.4	292.4	10,137	13,122	113,135	122,827
American Forests	10.5	19.0	207.8	206.1	4,410	7,980	87,276	86,512
American Legion	11.1	14.3	178.7	197.0	4,673	5,989	75,061	82,749
Argosy	20.9	17.1	233.5	272.4	8,971	7,377	100,208	115,927
Atlantic	58.2	44.7	553.5	460.7	24,443	18,790	232,460	193,513
Christian Herald	30.2	24.5	412.0	421.7	12,969	10,526	177,039	181,023
Columbia	6.8	7.1	123.9	145.4	2,870	2,991	52,077	61,150
Coronet	55.0	64.0	674.5	593.5	9,900	11,520	121,410	106,830
Cosmopolitan	22.8	29.3	298.4	302.5	9,820	12,659	128,070	129,921
Ebony	92.5	104.3	947.9	975.4	62,915	70,952	644,582	663,275
Elks Magazine	13.6	15.2	169.6	165.7	5,852	6,521	73,106	72,597
†Esquire	175.4	186.6	1,064.5	979.8	117,869	125,395	715,344	658,426
Extension	15.2	20.1	187.9	187.8	10,478	13,793	129,257	129,207
Flying	54.9	50.0	640.2	589.3	23,070	20,995	268,871	247,518
††Golf Digest	28.0	29.4	343.6	282.5	5,486	7,051	72,633	57,621
Gourmet	56.7	61.1	419.5	417.3	24,325	26,209	179,926	178,891
Grade Teacher	17.2	18.8	384.4	358.0	7,573	8,302	169,504	157,878
Harper's Magazine	53.8	37.2	521.6	425.2	22,602	15,648	219,056	178,578
High Fidelity	74.5	103.3	760.3	933.4	31,290	43,386	319,326	392,028
Hi Fi/Stereo Review	47.9	66.7	523.4	586.9	20,097	28,022	219,815	246,502
Holiday	134.1	149.6	1,247.8	1,139.5	91,191	101,740	848,515	774,886
Hot Rod	42.1	40.5	551.8	441.1	17,696	16,996	231,700	185,304
Improvement Era	31.1	32.7	324.6	324.6	13,058	13,735	136,347	136,347
Instructor	14.8	12.9	366.4	336.9	10,181	8,818	249,707	230,530
Kiwanis Magazine	13.4	7.9	9.9	11.0	5,661	3,333	41,667	44,354
Lion Magazine	6.1	5.0	116.6	118.7	2,598	2,130	49,669	50,554
Motor Boating	85.8	91.9	1,696.9	1,618.7	50,519	53,692	997,884	951,854
Motor Life	14.8	19.4	194.2	230.8	6,216	8,134	81,550	96,926
Motor Trend	20.8	28.3	293.7	317.4	8,722	11,886	123,382	132,092
National Geographic Magazine	31.5	39.0	526.9	491.5	7,497	9,282	124,986	116,535
Playboy	41.9	46.1	350.0	312.4	17,575	19,345	149,083	131,213
Popular Boating	46.7	49.7	965.1	855.5	27,453	29,211	567,449	503,034
Popular Photography	99.1	101.0	867.3	872.1	41,622	42,411	364,253	366,282
Promenade	27.4	28.1	255.3	244.9	11,612	12,037	109,388	104,998
Redbook	31.2	24.1	448.8	393.6	13,382	10,349	192,522	168,875
Reader's Digest	71.2	66.0	874.9	905.0	12,964	12,012	159,226	174,710
Road & Track	32.1	38.7	373.3	323.6	13,482	16,254	156,786	135,912
Rotarian	12.1	6.0	96.0	101.6	5,064	2,523	40,307	42,642
Sports Cars Illustrated	42.7	47.9	441.7	349.0	17,942	20,130	185,530	146,559
Today's Health	16.2	23.9	256.7	326.1	6,788	10,291	110,501	139,936
Together	12.1	8.7	138.7	141.5	5,172	3,774	59,543	61,001
Town & Country	111.3	95.0	978.4	923.7	70,296	60,053	619,007	583,809
True	40.6	45.6	363.1	409.5	17,419	19,566	155,774	175,668
V. F. W. Magazine	7.4	7.5	125.0	131.9	3,097	3,159	52,494	55,394
Yachting	94.0	89.5	1,597.7	1,450.8	55,272	52,626	939,447	853,070
Total Group	1,948.8	1,982.9	22,378.9	21,564.4	952,229	1,000,715	10,844,843	10,415,463

†Total represents national advertising plus section at reduced decimal equivalent. ††Changed from 204-line page to 196-line page in March, 1960.

Home								
American Home	23.9	36.7	463.9	563.0	15,091	23,217	293,113	355,815
Antiques	60.3	61.0	762.1	725.5	17,713	17,934	224,399	214,297
†Better Homes & Gardens	47.2	55.4	939.3	1,041.6	29,822	35,033	593,636	658,264
Flower & Garden	15.9	14.5	381.5	340.2	6,668	6,094	160,240	142,849
Flower Grower	24.9	22.7	503.5	537.9	10,467	9,544	211,487	225,917
House & Garden	73.6	74.8	986.8	900.9	46,521	47,279	623,626	569,408
House Beautiful	102.6	120.6	1,251.7	1,301.2	64,858	76,203	791,057	822,432
†Living for Young Homemakers	37.3	44.8	785.2	813.5	23,547	28,297	496,235	514,135
Popular Gardening	24.9	23.3	501.9	504.8	10,468	9,768	210,798	212,028
Sunset Magazine	97.3	99.7	1,551.1	1,443.7	40,880	41,908	651,675	606,546
Total Group	507.9	553.5	8,127.0	7,665.6	266,035	295,277	4,256,266	4,321,691

†Includes sectional linage prorated to circulation of regional editions.

Fashion								
*††Glamour	55.5	86.6	1,145.7	983.0	23,812	37,142	491,488	421,710
Harper's Bazaar	77.9	75.9	1,167.5	1,047.6	49,273	48,021	737,923	662,141
†Mademoiselle	40.3	39.1	1,011.1	903.2	17,294	16,764	433,779	387,456
Vogue	92.3	98.9	1,846.1	1,611.3	58,321	62,544	1,166,743	1,018,364
Total Group	266.0	300.5	5,170.4	4,545.1	148,700	164,471	2,829,933	2,489,671

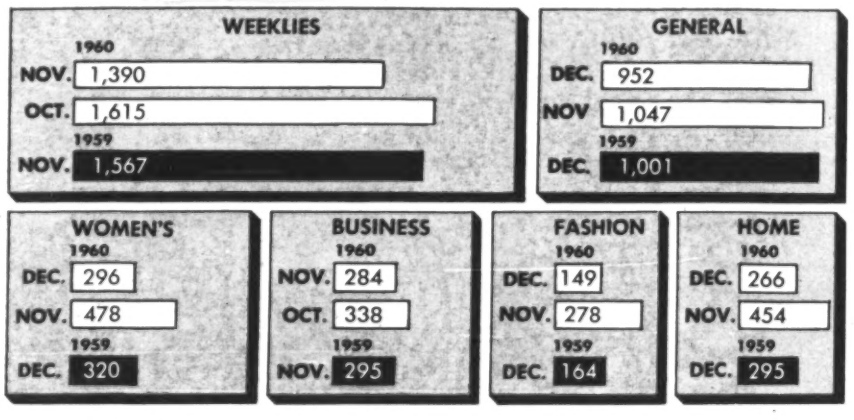
*Charm incorporated with Glamour November, 1959. †Includes sectional linage prorated to circulation of regional editions.

Movie-Romance-Radio-TV								
†Dell Modern Group:								
Modern Romances	17.4	19.2	301.4	316.3	7,480	8,213	129,325	135,668
Modern Screen	9.6	17.5	192.7	210.6	4,136	7,493	82,680	90,330
Screen Stories	6.6	13.8	155.5	173.3	2,849	5,920	66,688	74,347
Fawcett Women's Group:								
Motion Picture	10.4	17.5	167.8	182.0	4,460	7,508	71,987	78,058
True Confessions	15.8	21.3	274.8	280.4	6,781	9,138	117,891	120,298
Hillman Romance Group	3.2	2.4	45.5	51.0	1,402	1,069	19,771	22,113
Hillman Women's Group	15.6	19.4	226.9	219.8	6,733	8,362	97,664	94,589
Ideal Women's Group:								
Intimate Story	24.1	24.1	304.9	280.0	10,346	10,351	130,841	120,138
Movie Life	24.0	25.0	289.9	282.1	10,304	10,731	124,391	121,038
Movie Star TV Close-Ups	24.1	24.9	294.3	279.7	10,324	10,721	126,274	120,025
Personal Romances	24.3	23.3	304.5	281.2	10,427	9,993	130,632	120,630
TV Star Parade	22.1	21.3	263.3	252.0	9,480	9,143	112,966	108,123
Secrets Romance Group:								
Confidential Confessions	13.9	16.5	228.9	232.8	5,951	7,070	98,197	99,885
Daring Romances	13.9	16.5	228.9	226.9	5,951	7,070	98,197	97,346
Revealing Romances	13.9	16.7	228.9	246.3	5,951	7,160	98,211	105,665
Secrets	13.9	16.7	228.9	246.3	5,951	7,160	98,211	105,651
True Story Women's Group:								
Photoplay	18.1	25.9	271.9	351.0	7,761	11,091	116,661	150,580
True Experience	10.7	11.2	152.4	191.0	4,591	4,815	65,384	81,942
True Love Stories	10.5	11.0	152.0	191.9	4,507	4,727	65,225	82,304
True Romance	10.8	11.0	152.8	192.6	4,640	4,733	65,556	82,627
True Story	46.8	49.4	593.1	644.3	20,082	21,178	254,454	276,418
TV-Radio Mirror	7.2	10.0	120.1	162.5	3,098	4,292	51,539	69,709
Total Group	346.1	414.5	5,179.4	5,494.0	153,205	177,938	2,222,745	2,357,384

NOTE: Figures for each publication in the Fawcett, Ideal and True Story groups include all advertising carried by the group as a whole PLUS additional advertising carried by each individual publication. †No January 1959 issues.

Magazine Linage Trend

Figures in Thousands



Business (December)

Dun's Review & Modern Industry	58.7	60.8	963.0	953.1	24,642	25,540	404,078	400,308
Fortune	178.5	173.7	2,242.2	1,971.5	112,812	109,810	1,417,102	1,245,988
Management Methods	50.3	51.3	634.8	561.2	21,126	21,546	266,616	235,704
Nation's Business	45.4	43.7	677.9	614.2	19,055	18,369	284,675	258,067
Total Group	332.9	329.5	4,517.9	4,100.0	177,635	175,265	2,372,471	2,140,067

Business (November)

	Pages				Lines			
	Nov. 1960	Nov. 1959	Jan.-Nov. 1960	Jan.-Nov. 1959	Nov. 1960	Nov. 1959	Jan.-Nov. 1960	Jan.-Nov. 1959
†Barron's	256.0	312.0	2,834.0	2,832.0	53,561	61,539	534,238	565,789
Business Week	434.3	463.4	4,581.7	4,413.3	182,398	194,636	1,924,314	1,853,586
Financial World	52.8	37.3	527.6	559.7	22,190	15,669	221,609	235,082
Forbes	61.4	55.9	636.7	619.5	25,789	23,499	267,422	260,183
Total Group	804.5	868.6	8,580.0	8,424.5	283,938	295,343	2,947,583	2,914,640

†Five issues in November, 1960; four issues in November, 1959.

	Pages				Lines			
	Dec. 1960	Dec. 1959	Jan.-Dec. 1960	Jan.-Dec. 1959	Dec. 1960	Dec. 1959	Jan.-Dec. 1960	Jan.-Dec. 1959
Farm Magazines								
Farm & Ranch—Southern Agriculturist: (mon)								
#Southeastern Edition	25.1	27.8	377.8	404.7	10,787	11,928	162,096	173,597
#Southwestern Edition	24.0	29.4	389.4	414.6	10,283	12,623	167,031	177,848
Average 2 Editions	24.7	28.4	382.4	408.5	10,590	12,199	164,017	175,255
Farm Journal: (mon)								
#Central Edition	63.7	71.1	989.1	1,038.7	27,332	30,491	424,335	445,615
#Eastern Edition	61.9	56.7	828.6	919.1	26,544	24,343	355,485	394,283
#Southeastern Edition	55.2	50.1	698.9	801.8	23,685	21,484	299,849	343,954
#Southwestern Edition	54.7	50.1	708.5	801.8	23,471	21,484	303,925	343,954
#Western Edition	62.2	59.7	859.6	977.0	26,688	25,630	368,776	419,112
Average 5 Editions	59.5	59.4	817.0	934.1	25,544	25,487	350,474	400,741
Progressive Farmer: (mon)								
#Carolina-Va. Edition	40.8	51.6	813.6	856.5	27,733	35,056	553,269	582,394
#Ga.-Ala.-Fla. Edition	41.3	49.6	819.2	851.6	28,078	33,744	557,060	579,060
#Ky.-Tenn.-W. Va. Edition	36.9	50.2	768.7	808.0	25,114	34,150	522,705	549,409
#Miss.-Ark.-La. Edition	37.4	45.8	761.5	813.5	25,412	31,114	517,815	553,183
#Texas Edition	37.9	44.6	786.1	839.9	25,840	30,360	534,574	571,124
Average 5 Editions	38.9	48.4	789.8	833.9	26,435	32,885	537,084	567,036
Successful Farming (mon)	40.4	48.8	811.9	911.1	18,159	21,980	365,374	409,988
Total Group	163.5	385.0	2,801.1	3,087.6	80,728	92,551	1,091,962	1,553,020

#Not included in totals.

Youth								
American Girl	15.8	19.0	289.1	292.2	6,777	8,162	124,036	125,342
Boys' Life	40.6	39.2	343.3	339.3	27,641	26,661	233,448	230,704
Scholastic Magazines	26.3	32.4	430.3	397.6	11,035	13,610	180,642	167,048
Scholastic Roto	9.3	7.3	81.7	71.7	8,124	6,392	71,403	62,817
'Teen Magazine	17.4	11.8	192.7	99.4	7,294	4,970	80,964	41,832
Total Group	109.4	109.7	1,337.1	1,200.2	60,871	59,795	690,393	627,743

Mechanics & Science								
Mechanix Illustrated	60.1	65.4	783.7	847.7	13,453	14,643	175,544	189,876
Popular Electronics	54.1	64.7	598.9	695.4	12,107	14,478	134,162	155,765
Popular Mechanics	91.5	100.1	1,274.8	1,384.1	20,507	22,423	283,575	310,061
Popular Science	86.6	97.0	1,126.5	1,241.8	19,403	21,726	252,349	278,118
†Science & Mechanics	74.5	94.1	561.4	544.7	16,697	21,071	125,808	122,024
Total Group	366.8	421.3	3,197.9	4,714.4	82,167	94,342	971,438	1,055,844

†Published bi-monthly until November, 1960, when it became a monthly.

Outdoor & Sport								
American Rifleman	49.6	47.8	619.2	631.4	21,273	20,501	265,633	270,894
Field & Stream	60.1	45.1	821.9	879.3	25,767	19,356	352,582	377,205

(Continued on Page 46)

10%

GAIN IN ADVERTISING PAGES IN Nation's Business IN 1960

Here are some of the
70 NEW ADVERTISERS IN
NATION'S BUSINESS
IN 1960

Dodge Trucks
Scott Paper Company
New York Stock Exchange
Renault, Inc.
Greyhound Corporation
Studebaker Packard Corporation
Volkswagen Corporation of America
Morton Salt Company
Norfolk & Western Railway
Olin Mathieson Metals Division
Moore Business Forms Company
Anchor Post Products
Beech Aircraft
Ryder Systems, Inc.
Radio Corporation of America
Westinghouse Electric Corporation
North American Aviation, Inc.
Duke Power Company
Old Town Corporation
Carrier Air Conditioning Company
Chicago, Rock Island &
Pacific Railroad
The Port of Portland Commission
Minnesota Mining
& Manufacturing Company
R. G. Varner Steel Products, Inc.
John Hancock Mutual
Life Insurance Company
Victor Adding Machine Company
General Aniline & Film
Corporation
International Correspondence Schools
Paper Cup & Container Institute
Cars Rental System, Inc.
Electric Companies' Advertising
Program
Cotton Fiber Paper Manufacturers
Cuckler Steel Span Company
Baltimore Business Forms Company
Equitable Life Assurance
Society of the United States
American Geloso Electronics, Inc.
Gevaert Company of America
Iron Fireman
Manufacturing Company

THEY USE . . .

TO SELL MORE OF
THE NATION'S BUSINESS

ADVERTISING HEADQUARTERS
711 THIRD AVENUE, NEW YORK 17, N. Y.

What *business*

	Pages				Lines			
	Dec. 1960	Dec. 1959	Jan.-Dec. 1960	Jan.-Dec. 1959	Dec. 1960	Dec. 1959	Jan.-Dec. 1960	Jan.-Dec. 1959
Fur-Fish-Game	20.3	22.5	263.5	270.4	8,694	9,659	113,042	116,043
Guns	29.1	30.5	344.5	310.7	12,484	13,085	147,803	134,235
Outdoor Life	42.2	44.5	796.5	821.7	18,108	19,099	341,721	352,510
Sports Afield	35.9	37.0	675.8	768.0	15,414	15,858	289,914	329,480
Total Group	237.2	227.4	3,521.4	3,681.5	101,740	97,558	1,510,695	1,580,367
Detective & Fiction								
Cavalier	16.6	23.9	238.8	220.4	7,106	10,253	102,445	94,547
Dell Men's Group	9.3	8.1	131.6	141.8	3,975	3,485	56,408	60,832
Total Group	25.9	32.0	370.4	362.2	51,081	13,738	158,853	155,379
Newspaper Sections (I)								
(Nationally distributed with Sunday newspapers)								
The American Weekly	15.0	12.2	288.5	415.7	12,763	10,337	245,219	353,317
Family Weekly	24.4	19.6	443.3	511.5	20,708	16,635	376,788	434,808
Parade	43.2	32.7	630.5	723.6	36,743	27,813	535,888	615,100
This Week Magazine	55.2	42.4	849.3	891.7	46,922	36,053	721,868	757,965
Total Group	137.8	106.9	2,211.6	2,542.5	117,136	90,838	1,879,763	2,161,190

	Pages				Lines			
	Nov. 1960	Nov. 1959	Jan.-Nov. 1960	Jan.-Nov. 1959	Nov. 1960	Nov. 1959	Jan.-Nov. 1960	Jan.-Nov. 1959
Newspaper Sections (II) (November)								
(All other newspaper sections)								
‡Chicago Tribune Magazine	314.6	244.9	2,050.4	1,748.2	267,421	208,164	1,742,864	1,485,995
‡New York Times Magazine	387.8	398.1	3,366.9	2,841.0	329,661	338,399	2,861,895	2,414,876
‡Philadelphia Inquirer	153.8	172.6	1,357.3	1,439.1	130,751	146,695	1,153,839	1,223,287
Total Group	856.2	815.6	6,774.6	6,028.3	727,833	693,258	5,758,598	5,124,158

‡Four issues in November, 1960; five issues in November, 1959.

	Pages				Lines			
	Dec. 1960	Dec. 1959	Jan.-Dec. 1960	Jan.-Dec. 1959	Dec. 1960	Dec. 1959	Jan.-Dec. 1960	Jan.-Dec. 1959
Comics Magazines								
American Comics Group	7.0	7.0	84.0	84.0	2,646	2,646	31,752	31,752
Archie Comic Group	7.0	8.0	42.5	43.5	2,646	2,835	16,068	16,423
Harvey Comics Group	8.0	10.0	97.0	101.5	3,024	3,780	36,666	38,367
National Comics Group:								
Blue Unit	4.0	6.0	61.0	73.5	1,512	2,268	23,058	27,783
Red Unit	5.5	7.0	62.5	75.5	2,079	2,646	23,625	28,539
Total Group	31.5	38.0	347.0	378.0	11,907	14,175	131,169	142,864
Canadian National Weekend Newspapers (Rotogravure Linage)								
La Patrie	16.3	31.9	251.8	499.3	14,660	28,744	226,663	449,349
La Presse	73.5	60.3	984.3	987.9	66,188	54,354	885,889	889,824
††Perspectives	69.3	37.2	880.5	213.1	67,586	36,316	858,540	207,836
Star Weekly	73.4	71.3	1,057.0	1,116.8	64,268	62,392	924,859	977,225
Weekend Magazine	86.3	72.8	1,161.6	1,253.1	84,153	71,008	1,132,591	1,221,761
Total Group	318.8	273.5	4,335.2	4,070.2	296,855	252,814	4,028,542	3,745,995

†Five issues in December, 1960; four issues in December, 1959. ‡First published Sept. 12, 1959.

Canadian								
†Canadian Homes	33.1	35.0	433.5	455.9	22,500	23,816	294,772	310,033
Chatelaine:								
Canadian Home Journal	59.5	63.3	790.9	752.3	40,486	43,065	537,837	511,560
‡Revue Moderne	31.8	—	119.4	—	21,598	—	81,219	—
Liberty	27.5	32.0	294.8	325.4	11,798	13,728	126,476	139,485
Maclean's	70.1	74.5	925.5	977.3	47,658	50,646	629,308	664,593
Reader's Digest:								
English Edition	93.5	97.0	1,206.3	1,123.8	17,017	17,654	219,538	204,523
French Edition	99.0	110.3	1,279.3	1,209.5	18,018	20,066	232,824	220,129
Revue Populaire	20.9	24.5	281.6	231.1	14,633	17,124	197,125	161,832
Samedi	19.0	22.7	178.7	218.0	10,346	15,927	125,084	152,568
#Saturday Night	57.3	58.8	492.9	469.7	24,077	24,696	207,026	197,274
Time-Canadian	216.2	256.6	1,799.1	1,393.7	90,790	107,730	755,965	753,305
Total Group	454.4	459.3	5,510.0	5,293.3	204,054	202,026	2,444,183	2,364,723

†Formerly Canadian Homes & Gardens. ‡Revue Moderne discontinued publication with June 1960 issue. Effective October, 1960, it is being published as French edition of Chatelaine. #Not included in totals; as December figures were unavailable as this issue went to press. November figures are shown.

	Pages				Lines			
	Dec. 1960	Dec. 1959	Jan.-Dec. 1960	Jan.-Dec. 1959	Dec. 1960	Dec. 1959	Jan.-Dec. 1960	Jan.-Dec. 1959
Foreign (December)								
Hablemos	24.2	22.2	246.3	205.9	20,286	18,648	205,926	172,914
Popular Mechanics:								
Popular Mekanik (Danish)	26.0	30.5	246.5	253.5	5,460	6,832	54,544	56,462
PM (Dutch)	9.0	—	107.1	—	1,890	—	23,745	—
Mecanique Populaire (French)	34.3	37.0	320.0	347.5	7,672	8,288	71,848	77,840
Populare Mechanik (German)	5.1	10.0	62.8	76.0	1,148	2,240	14,072	17,024
Popular Mekanik (Swedish)	11.0	10.5	119.0	109.5	2,310	2,352	26,348	24,395
Mecanica Popular (Latin America)								
Brazil (Portuguese)	58.8	—	291.4	—	13,160	—	65,262	—
Mexican-Caribbean (Spanish)	24.0	—	299.8	—	5,390	—	67,174	—
So. Hemisphere (Spanish)	14.5	—	165.3	—	3,346	—	37,130	—
Total Group	206.9	110.2	1,858.2	992.4	60,662	38,360	566,049	348,635

	Pages				Lines			
	Nov. 1960	Nov. 1959	Jan.-Nov. 1960	Jan.-Nov. 1959	Nov. 1960	Nov. 1959	Jan.-Nov. 1960	Jan.-Nov. 1959
Foreign (November)								
Life International	102.5	101.0	931.5	831.3	69,785	68,680	633,505	565,335
††Life En Espanol	49.6	76.1	442.5	590.2	33,830	51,765	300,985	401,370
Ex-Mexico Edition	58.4	78.1	529.7	598.0	33,980	53,125	360,315	406,640
	(8.6)	(2.0)	(87.2)	(7.6)	(5,950)	(1,360)	(59,330)	(5,270)
Caribbean Edition	89.6	—	773.7	—	61,030	—	526,235	—
	(31.2)	—	(244.0)	—	(21,250)	—	(165,920)	—
Mexican Edition	86.2	119.3	734.5	723.6	58,650	81,175	499,545	492,150
	(36.4)	(43.2)	(292.0)	(133.4)	(24,820)	(29,410)	(198,560)	(90,780)
‡Newsweek:								
Pacific Edition	113.3	100.6	1,155.8	911.5	47,599	42,243	485,449	382,830
European Edition	100.0	121.8	960.0	895.6	42,000	51,135	403,200	376,143
Reader's Digest:								
Arabic	41.0	31.5	400.0	346.0	6,724	5,166	65,600	56,744
Argentine	74.5	73.5	626.5	599.5	13,559	13,377	114,023	109,109
Australian	125.3	92.3	887.3	767.8	22,796	16,790	161,480	139,731
Austrian	96.0	80.0	733.0	674.0	17,472	14,560	133,406	122,668
Belgian	76.5	61.0	570.5	475.5	13,388	10,675	99,838	83,213
Brazilian	119.5	95.0	968.5	950.5	20,913	16,625	169,488	166,388
British	108.0	113.5	913.0	840.0	20,088	21,111	169,818	156,240
Caribbean	67.5	75.5	705.5	668.0	12,285	13,741	128,401	121,576
Danish	78.3	51.0	490.3	449.5	13,303	8,670	83,343	76,415
Dutch	89.5	74.0	690.5	524.0	16,289	13,468	125,671	95,368
Finnish	34.0	30.0	301.0	238.0	6,324	5,580	55,986	44,268
French	198.0	146.0	1,406.0	1,145.0	34,650	25,550	246,050	200,375
French-Swiss	44.0	29.0	344.0	264.5	7,700	5,075	60,200	46,288
German	166.0	160.0	1,242.0	1,198.0	30,212	29,120	226,044	218,036
German-Swiss	51.0	39.5	407.7	327.0	9,282	7,189	74,196	59,514
Iberian	98.0	80.0	838.0	785.0	17,836	14,560	152,516	142,870
Indian	81.0	70.0	633.0	618.0	14,742	12,740	115,206	112,476
Italian	126.5	107.5	912.5	787.0	21,758	18,490	156,950	135,364
Japanese	54.5	34.0	409.5	382.3	9,156	5,712	68,796	64,231
Mexican	66.0	67.5	553.5	553.5	12,012	12,285	100,737	100,737
New Zealand	57.5	25.5	434.5	249.0	10,465	4,641	79,079	45,318
Norwegian	60.5	56.5	508.5	480.5	10,285	9,605	86,445	81,685
Overseas Military	38.0	42.0	457.0	430.0	6,916	7,644	83,174	78,260
South African	114.0	95.0	869.0	780.0	20,406	17,005	155,551	139,620
Southern Hemisphere	29.0	22.0	250.0	221.0	5,278	4,004	45,500	40,222
Swedish	75.0	61.5	618.0	515.5	13,950	11,439	114,948	95,883
Time International:								
Time-Atlantic	150.2	180.6	1,501.2	1,351.1	63,070	75,810	630,490	567,770
Time-Latin American	107.5	115.0	1,070.3	1,127.0	45,115	48,300	449,505	473,340
Time-Pacific	118.6	115.5	1,156.3	1,035.4	49,770	48,475	485,625	434,840
Vision:								
Visao (Portuguese Edition)	204.0	170.0	1,767.7	1,648.0	85,680	71,400	742,420	692,160
Mexican Edition	122.0	139.3	1,210.8	1,130.8	51,240	58,520	508,550	474,915
Spanish Edition	104.5	121.7	993.7	930.3	43,890	51,100	417,340	390,705
Total Group	3,575.5	3,252.3	30,397.0	27,041.9	1,073,428	1,026,550	9,515,610	8,391,497

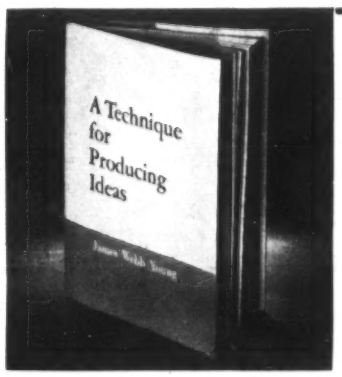
†Figures in parentheses are regional advertising only and are included in each edition's total. §Two issues in November, 1960; three issues in November, 1959. ‡Four issues in November, 1960; five issues in November, 1959.

Ritchey Joins Getz

William C. Ritchey Jr., formerly head of a writing group in the Thor missile program at Douglas Aircraft Co., has joined the Phoenix office of Getz & Sandborg in a copy and contact capacity.

Gonset Names McCarty

Gonset division of Young Spring & Wire Corp., Burbank, Cal., has appointed McCarty Co., Los Angeles, to handle advertising for Gonset industrial radio communications equipment.



A Technique
for Producing
IDEAS

Where do the moneymaking ideas come from—those ideas which make success novels, radio and television programs, moving pictures sales campaigns and businesses?

James Webb Young, one of the highest paid idea men in the advertising business, set out to answer this question for his students at the University of Chicago. The result is a little book which you can read in an hour but will remember the rest of your life.

In the simplest and clearest of language Mr. Young has succeeded in describing the way the mind works in all creative people. He gives you the *formula* which they consciously or unconsciously follow in producing ideas. He shows you how to train your mind so that idea production is, as he says, "as definite as the process by which motor cars are produced."

Enthusiastically endorsed by sales managers, editors, college professors and students, poets, advertising men, salesmen and business executives who have read it. Send for your copy of A TECHNIQUE FOR PRODUCING IDEAS now. Only $2.00 postpaid.

ADVERTISING AGE 200 E. ILLINOIS ST. CHICAGO 11, ILL.

"Attention Book Department."

Wiedemann President Takes Charge of Ad Department

Following the resignation of Newton Cross as advertising director of Geo. Wiedemann Brewing Co., Newport, Ky., his duties have been taken over by H. Tracy Balcom Jr., president of the brewing concern, who will be assisted by Herbert W. Lupton, assistant advertising director.

Mr. Cross last week joined Ralph H. Jones Co., Cincinnati, as chairman of the plans board to supervise the agency's creative operations (AA, Dec. 12).

Montreal Airport Posters Must Be Bilingual

All advertising signs and posters at Canada's new international airport in Montreal must appear in French and English, Transport Minister Leon Balcer has ordered. Advertising of liquor, cigarets, food and other products must be bilingual, he said.

Ohio State Awards Contest Set

Ohio State University Institute for Education by Radio-Television, Columbus, has set Jan. 9 as the deadline for placing 1960 radio and television programs in competition for the 1961 "Ohio State Awards," known formally as the 25th American Exhibition of Educational Radio & Television Programs. Both commercial and educational broadcasters in U. S. and Canada will compete in the competition. Blanks for the contest may be obtained from Dr. I. Keith Tyler, Institute for Education by Radio-Television, 154 N. Oval Dr., Columbus.

Attention Admen!

fit type IN SECONDS!

Tens of thousands of artists, admen, printers, editors, students *swear by* the Haberule Visual Copy-Caster . . . world's fastest, simplest, most accurate copy-fitting tool. Only $10 at art supply stores or direct. *Money-back guarantee!*

HABERULE
Box AA 245, Wilton, Conn.

Form Licensing Combine

Three licensing organizations have merged to form Licensing Corp. of America, with New York headquarters in the new Time & Life Bldg. They are Jay Emmett Associates, Stone Merchandising Associates and Syd Rubin Enterprises. Principals of the new organization are Jay Emmett, chairman; Allan Stone, president; Syd Rubin, vp, and Leon Newman, a Stone associate, secretary-treasurer.

Lever Bros. Boosts Molbegott

Lever Bros. Co., New York, has promoted Seymour Molbegott to product manager of Pepsodent and Life Line toothbrushes. He joined Lever in 1948 and most recently was trade promotion manager of the Pepsodent division.

Open Joint Office

Brown, Mitchell & Wright, Vancouver, and F. H. Hayhurst Co., Toronto, affiliated agencies, have jointly opened an office at 336 Portage Ave., Winnipeg. Robert M. Black is manager.

Wisconsin. Advertising Inc., Milwaukee, is the former agency.

'Ingenue' Shifts Thompson

Alice Thompson, formerly editor-in-chief of *Ingenue*, has been named to the new post of director of marketing for the magazine.

KNXT Moves Office

KNXT, Hollywood, will move to larger quarters at 1313 North Vine St. on Dec. 31.

EVERY HOUR
NEW YORK TO
BOSTON
AT 15 MINUTES
AFTER EVERY HOUR
Between 6:15 AM and 12:15 AM
from LA GUARDIA
(except 11:15 PM)

EVERY HOUR
NEW YORK TO
WASHINGTON
AT 25 MINUTES
AFTER EVERY HOUR
Between 7:25 AM and 11:25 PM
from LA GUARDIA
(except 10:25 PM)

Use your Diners' Club or Carte Blanche card

NORTHEAST AIRLINES

seventeen

IS A GIRL'S BEST FRIEND

Ever try to compete with SEVENTEEN for a girl's attention? Then you know how utterly absorbed she is in this magazine . . . how she devours every word she reads. Cover-to-cover, SEVENTEEN talks only with the teen-age girl. Month after month, it gives her the understanding and guidance she craves. And she responds by giving SEVENTEEN her unshakable confidence. Result? Amazing buying action. It's *the one magazine that covers the Youth Market*, the $4.8 billion market of 9¾ million teen-age girls. This year, SEVENTEEN had the highest linage since 1946 and . . .

IN 1960—FOR THE 8TH CONSECUTIVE YEAR—
SEVENTEEN TOPPED ALL MONTHLY MAGAZINES FOR WOMEN IN ADVERTISING LINAGE!

it's easier to **START** *a habit than to* **STOP** *one!*

SEVENTEEN MAGAZINE, 488 Madison Avenue, New York 22 • PLaza 9-8100

LEARN HOW **SEVENTEEN's** UNIQUE SISTER PUBLICATION, **SEVENTEEN-AT-SCHOOL,** CARRIES YOUR ADVERTISING INTO HIGH SCHOOL HOME ECONOMICS CLASSROOMS.

Martin Plant Big Economic

By DAN PARTNER
Denver Post Staff Writer

THE U.S. space exploration program will funnel millions of dollars into the Denver area's economy through the Martin Co.

Martin now has an annual payroll of $90 million. Its 13,500 employes produce one item: The Titan intercontinental ballistic missile.

Even before completion of its present $510 million Air Force contract, Martin likely will see a modified version of the Titan launched.

Martin officials already are engaged in advanced studies and planning for Titan's space role.

Says Dr. William L. Whitson, vice president of the Martin Co. Denver division, of the $58 million facility 20 miles southwest of Denver: "We'll continue to grow and expand just how rapidly depends on many things related to space."

Birthplace of the Titan is a 41-structure complex on a 7,000-acre plot. In addition, the company leases space at nine locations in the Denver metropolitan area and is spending $3 million on two additions to its plant in the foothills west of Littleton.

Currently earning in excess of $13 million a year, the publicly owned corporation spends approximately $10 million annually in purchases from 1,500 Colorado suppliers. Many of these set up shop after Martin arrived in Colorado in January, 1956.

Martin is the prime contract launching sites east of Lowry adding almost $100 million to t omy. The base is expected to b Air Command next summer.

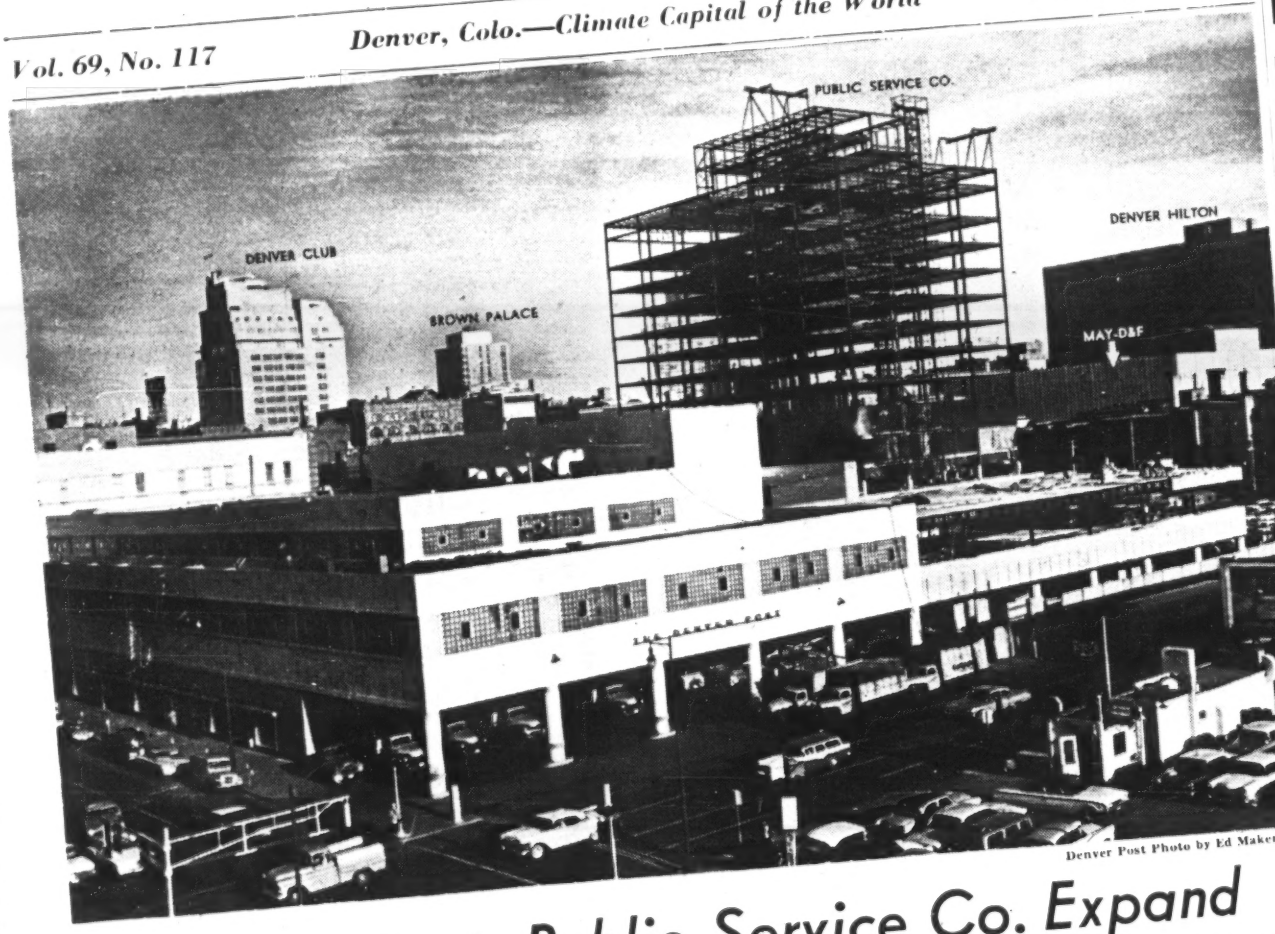
About 9,000 Martin personn by the company and their pre Some housing developments ar employes. County tax rolls re enrollments.

Approximately half of Ma 30 pct. in Arapahoe county, Adams and 1 pct. elsewhere charitable and educational or

★★ THE DENVER POST HOME EDITION

The Voice of the Rocky Mountain Empire

Vol. 69, No. 117 — *Denver, Colo.—Climate Capital of the World* — *5 Cents, 48 Pages*



Denver Post Photo by Ed Maker

Denver Post, Public Service Co. Expand

This photo reflects in dramatic fashion the skyrocket growth of Denver's population, its business and its industry in the last decade. It shows progress on The Denver Post's $1.25 million expansion project to extend mailroom and loading dock facilities an entire block along 14th St. from California St. to Welton St. and to make room for five new high-speed Goss presses to meet the constant upswing of demand for circulation, advertising and color printing in a booming community.

At right looms the steel skeleton of the new $8 million, 12-story headquarters building to be occupied next summer by Public Service Co. of Colorado. Public Service, too, is expanding to serve the growing metropolitan area. In background are some of the downtown area's newest buildings, direct results in themselves of the fact the metropolitan area has more than doubled in population and now is soaring toward the million mark. Looming behind the steel is the 22-story Denver U.S. National Bldg.

PSC Bldg. Frame Finished

203 BARRELS A DAY

New 'Strike' Near Julesburg

A-Plant Expands At Flats

The Atomic Energy Commission announced Monday that ... current construction proj-

Shif Oil

Denve Listed 'Super

By WI
Denver Po

Jet air service life for American bu ing Denver and eig centers of America That's the con wide survey of jet a by the Dallas, Tex The survey dis in America which 20 or more daily

Launchi Sites A Millions

The six launc for Titan interc ballistic missiles der constructio Denver are add $100 million to omy of the m area.

The $100 millio money to pay fo the area's grocery —is in addition t lion contract held division of the M sign, fabricate a tan ICBM.

Statisticians sa lion cost of erec area launching roughly the an clothing for eve and child in th politan area would pay all oil used durin motor vehicles

Much of th

Boost to Denver

.or for construction of Titan
'Air Force Base—a project
ne metropolitan area's econ-
turned over to the Strategic

el were attracted to Colorado
sence is felt in many areas.
heavily populated by Martin
flect the influx, as do school

tin's employes live in Denver,
5 pct. in Jefferson, 4 pct. in
. Many are active in civic,
ganizations, a few hold public office and almost all participate in U.S. Savings Bond purchases that total $3 million annually.

Martin owns 4,050 acres of Arapahoe County land and leases 2,500 acres from the city of Englewood. Martin-owned facilities at the plant total $27 million. Air Force property there is worth $31 million, including test area, special tools and equipment.

Martin selected the Denver area for its Titan plant after a four-month survey of 94 cities in 33 states. Its employes have been smoothly absorbed into community activities and the employe turnover ratio is far below the national average for such industries.

Martin is here to stay.

't to Denver Firm Trend

r 1 of 9 as Jet r Cities'

LARD HASELBUSH
t Business News Editor

has developed "a new way of
siness" and rapidly is catapult-
ht other U.S. cities into "super-
business and industry."
clusion of a report on a nation-
irplane service released Saturday
Chamber of Commerce.
closed there are only nine cities
rank as major jet cities by having
arrivals and departures by jet airliners.

The nine cities which the survey rates as jet centers are Denver, Atlanta, Chicago, Dallas, Los Angeles, Miami, New York, San Francisco and Seattle.

The Dallas survey team said it now is apparent after 18 months of pure jet service by America's major airlines that no change in the pattern will be made and the nine cities are all that ever will rank as jet capitals in modern times.

"This new influence upon business has evolved so rapidly that it still is not fully appreciated," the repo
"It seems destin
major effect
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"There
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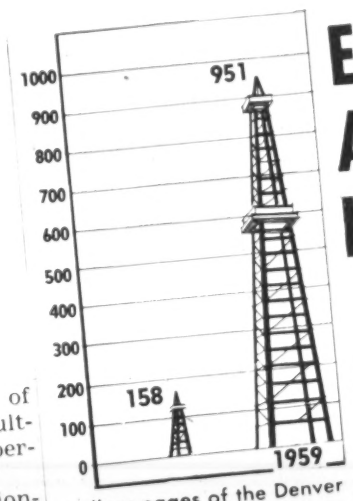
of these major
port says.

The report says the
account for 558—almost 80
of the 716 daily arrivals and de
partures of pure jet transports
currently offered by all domestic carriers. The other 158 daily jet schedules were widely split up among 21 other cities.

Denver now has 24 jet flights. See page 3.



Yellow pages of the Denver telephone directory show 951 oil industry listings today, only 158 in 1950.

Economic Advantage Is Motive

By LEONARD LARSEN
Denver Post Staff Writer

Quietly, with the lack of fanfare that has become a recent characteristic of the industry, major oil companies have been concentrating administrative offices in Denver for the past several years.

With the majors have come the independents and with both of them have come the support troops of the oil industry, the service and supply firms, the consulting geologists, the lease brokers any person or firm that deals with the industry.

Vice presidential executive suites have been installed in some of downtown Denver's most expensive office spaces, passenger lists at Stapleton Field carry the names of daily commuting oil executives and along 17th St. the Southwestern drawl of an oil man is heard more and more.

A[illegible] the tables of the

Here is the way Richard L. Zirbel, regional manager for the Rinehart Oil News Co., has explained this administrative move to Denver:

"The majors are taking a long term look. The Rocky Mountain

Building Loans Up Sharply

Real estate loans in the Denver metropolitan area soared to $42,760,835 during October—a jump of 17.5 pct. over th[illegible]
pct. to $9,482,309.

The financial institutions each loaned more than $1 million on new home mortgages during October.

PLANT ENLARGED

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sites amounts to
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ry man, woman
e Denver metro-
during 1959. It
the gasoline and
the year by all
in the area.
$100 million be-

sell the nation's
3rd fastest growing
major market
through
one of America's
great newspapers

Editor and Publisher: PALMER HOYT
Represented Nationally by:
MOLONEY, REGAN & SCHMITT, INC.

CIRCULATION

Daily	256,175
Sunday	337,654
Empire Magazine and Comics	360,009

A. B. C. Publisher's Statement March 31, 1960

All stories in this advertisement are reproductions of news items which appeared in regular issues of THE DENVER POST.

few papers anywhere cover their home city and trade area as effectively as the Denver Post

'Sing with Bing' Returns

Insurance Co. of North America will sponsor for the sixth consecutive year "Sing with Bing" on Christmas Eve over CBS Radio. Starring in the 45-minute program will be Bing Crosby, his wife Kathy Grant, Jose Ferrer and his wife, Rosemary Clooney. Paul Weston Orchestra and Norman Luboff Choir will also appear. N. W. Ayer & Son is the agency.

IT'S
BACON'S
for
COMPLETE
COVERAGE
of
MAGAZINES!

• There's only one way to get complete and reliable clipping coverage of magazines. BACON'S is the specialist in magazines. 25 years experience has built a complete list and unmatched methods for clipping accuracy. BACON'S is a must!
Ask for Bulletin 59

OUR READING LIST Published as complete publicity directory. BACON'S PUBLICITY CHECKER —now with quarterly revisions. 100% accurate. 352 p.p. —$25.00. Send for your copy today!

BACON'S CLIPPING BUREAU
14 E. Jackson Blvd.
Chicago 4, Illinois
WAbash 2-8419

Information for Advertisers

"Automotive Facts," a periodic tabulation of new passenger car sales, by make, in Philadelphia and nearby counties, has been published by and is available from the **Philadelphia Inquirer**, Philadelphia.

• "How to Promote an Infants' & Children's Wear Store," a 58-page book of basic principles, ideas and suggestions, has been published by the business book division of **Fairchild Publications.** Priced at $2.75 per copy, the book is available from Fairchild Publications, 7 E. 12th St., New York 3.

• "Canada's Original Equipment Market," a brochure on the iron and steel, transportation equipment, non-ferrous metal products and electrical apparatus supplies market, has been published by and is available from **Wallace Publishing Co. Ltd.**, 146 Bates Rd., Montreal 26.

• Population, industry, and growth of standard of living are included in a brochure on Spain, published by and available from **Danis Publicidad Tecnica**, Avda. Gmo. Franco, 508-510, Barcelona.

• "Marketing Guide to Over 3,500,000 American Business Firms," a guide containing current counts of mailing lists broken down by their U.S. Government Standard Industrial Classification number, has been published by and is available from **National Business Lists**, 162 N. Franklin St., Chicago 6.

• "The Availability of R.O.P. Color in Metropolitan Newspaper Markets—1960," has been published by the **Richmond Times-Dispatch** and **News Leader.** The analysis contains tables which rank markets in order of population size and codes them to show the availability of color. Cumulative columns show the total circulation and population in markets where a given color is available and another column shows the cumulative percentage of all U.S. population in markets with the specified color availability. Additional information may be obtained from the *Richmond Times-Dispatch* and *News Leader*, Richmond.

• "Plant Management Market & Media File 1961" has been published by and is available from **Wallace Publishing Co. Ltd.**, 146 Bates Rd., Montreal 26.

• A 52-page study of the Puerto Rican market has been prepared by **Doherty, Clifford, Steers & Shenfield.** The study gives a comprehensive picture of the Puerto Rican economy and includes a report on the media available to the advertisers. Copies are available from Louise J. Gruber, Doherty, Clifford, Steers & Shenfield, 530 Fifth Ave., New York. #

'Maclean's' Names Stewart

R. K. Stewart, former manager of *Modern Purchasing*, has been appointed advertising sales manager of *Maclean's Magazine*, Toronto, and its new French language counterpart, *Le Magazine Maclean*. He succeeds S. L. Hutchings.

PERSONAL SERVICE

Lionel H. Scott has been a member of The Farley Company team for four years. Before joining us Scotty spent five years with a large agency, sold a publicity service and operated his own specialty selling organization. This broad background qualifies him particulary well to give objective information on the business markets our media serve.

Markets Served

Air Conditioning • Electrical Contracting • Electric Utilities • Electronics • Industrial Maintenance • Industrial Distribution • Mechanical Contracting • Policy Level Management • Savings & Loan

THE FARLEY COMPANY
Business Paper Representatives
120 S. LaSalle St., Chicago 3, Ill. • FI 6-3074

The Rich Are Not Always Snobbish

Look at the folks in the growing Greenville-Washington Market. In a state where the industrial payroll has increased over $400,000,000 in the past five years, they still enjoy simple pleasures—like watching TV. WNCT and WITN dominate this prospering group as well as the entire market. Avails and details are yours for the asking.

7 WITN Washington, N. C.

CHANNEL 9 WNCT GREENVILLE, N. C. CBS • ABC

"ONE OF THE TOP 100 MARKETS"
Well over 1,000,000 Population — Set Count 200,000

CREATIVE—*Children on Libby's tv commercial demonstrate consumption of Libby's milk.*

Y&R Imports Its German Libby Ads to Edify U.S. Staff

FRANKFURT, Dec. 14—Young & Rubicam is excited about the new campaign created by its Frankfurt office for Libby's canned condensed milk.

George Gribbin, president of Y&R, recently visited here and was so struck by the advertising that he had prints of the tv commercials forwarded to the U.S. for the edification of personnel in the domestic offices.

Mr. Gribbin called the commercials "some of the best ever to come out of Young & Rubicam."

Libby's milk, produced by a subsidiary of Libby, McNeill & Libby, is an old product in Germany, used primarily to "cream" coffee.

Since comparatives and superlatives are virtually *verboten* in German advertising (AA, May 30), it is no easy matter to produce a hard-hitting campaign with telling sales points.

■ One of Libby's major problems here is competition from off-brands which sell at lower prices.

Confronted with this situation, Y&R set out to create a campaign that would endow the brand with a warm, family-type personality. It found the key in German secondary school pupils.

Ursula Sesink, a German housewife employed by Y&R here, had painting kits distributed to school children and asked them to draw scenes showing how Libby's milk is used in their homes. This netted several hundred water colors.

Y&R selected the best of the lot, and these formed the basis of the print campaign. Ads featured the paintings as illustrations, with below-the-picture copy written in children's language.

TREAT—*Children's art and copy were used in print campaign. The caption, translated: "My sister is already 18 and may drink real coffee with Libby's. She always sits very proudly at table with Grandma and Ma and says aloud, for everybody to hear: 'Coffee with Libby's milk—that is a real treat!'"*

ABSORBED—*Oblivious of tv camera, young artist draws his conception of Libby's condensed milk can.*

In adapting the campaign for tv, Y&R had the happy thought of photographing the children themselves in the process of painting. This was done by having the children draw on transparent glass panels—singly and en masse—with the camera directly opposite them.

■ Children's voices were also used on the sound track, which was recorded at a separate time. The result is a b&w film of striking impact—it is simple but warm, with an almost semi-documentary feeling.

Each commercial ends with the campaign theme-line: "Libby's Milch . . . die sahnige" (Libby's milk . . . it's creamier).

A color version of the commercial is being made for movie theaters, and Y&R is also merchandising the campaign with a free distribution of a booklet featuring paintings, ads and recipes. #

Automatic Control to Withy

Automatic Control Co., St. Paul, maker of control systems for water, sewage and industrial installations, has named John Withy & Associates, St. Paul, to handle its advertising and pr. Faber Advertising, Minneapolis, is the former agency of record.

Guaranty Bank Names Kent

Guaranty Bank, Phoenix, has appointed Kent & Hollaender Advertising, Phoenix, its agency, effective Jan. 1. Previous agency was Ptak & Richter, named new agency for the First National Bank of Arizona (AA, Nov. 28).

Holtzman Joins Donnelley

Richard S. Holtzman, formerly vp and account supervisor of Clinton E. Frank Inc., Chicago, has been named account executive in the Los Angeles office of the direct mail division of Reuben H. Donnelley Corp.

Who reads CHICAGO'S AMERICAN?

Bernadine Vargo is private secretary to Col. Henry Crown, Chairman of the Board of Material Service Division of General Dynamics Corporation and the Empire State Building Corporation.

"I do," says Bernadine Vargo

". . . and of course, Colonel Crown does. My boss sets a fast pace. Because of my busy schedule, CHICAGO'S AMERICAN is my favorite newspaper. Its new way of condensing the news gives me the highlights of the top stories in a minimum of reading time.

"And, of course, like most readers, I have my favorite features. Your fashion editor Jean Cameron's down-to-earth interpretation of fashion trends helps me to dress smartly within my budget.

"I also appreciate the expert health advice column, as it is especially important for me to keep physically fit.

Bernadine Vargo

Phyllis Marotto has been an American Airlines stewardess for 2 years. A graduate of Siena High School, she is shown in the other picture with Flight Captain Charles Lippincott of San Francisco.

"I do," says Phyllis Marotto

"Conversation with passengers is an important part of my job. I must know about such a wide range of subjects as sports, national and world events . . . even business. So reading a daily newspaper is a MUST for me . . . and in Chicago my favorite newspaper is CHICAGO'S AMERICAN.

"Another reason I like CHICAGO'S AMERICAN is because it gives me helpful tips on good grooming. Kay Canfield and Lydia Lane are tops. Also, I meet many Hollywood celebrities in my travels, and so I keep up to date on their activities through Louella Parsons.

"Everywhere I go I have my favorite newspaper. Here at home, it's the AMERICAN."

Phyllis Marotto

Hughston M. McBain, president of Children's Memorial Hospital and retired Chairman of Marshall Field and Company, stands behind a scale model of the hospital's existing buildings and proposed addition. With him are: Dr. George C. Turner, president of the Chicago Medical society; Mr. John C. Eller, president of the Chicago Hospital council; and Mr. Delbert L. Price, administrator of Children's Memorial Hospital.

"I do," says Hughston M. McBain

"I read CHICAGO'S AMERICAN because it's an informative and exciting newspaper. But that isn't the only reason. I admire the way CHICAGO'S AMERICAN publicizes and participates in worthwhile projects for civic improvement. An example is a project close to my heart—the new Children's Memorial Hospital 5½ million dollar addition. I appreciate such support."

Hughston M. McBain

Influential Chicagoans tell *why* they read Chicago's American, and their reasons illustrate the significant physical and creative differences between Chicago newspapers . . . bear testimony to the ability of Chicago's American to *attract, influence* and *move-to-action* hundreds of thousands of Chicagoland families.

"exciting pictures", "pages sparkling with color" attract readers — "entertaining columns", "informative features" develop loyal readers — "forthright and outspoken comment", by Chicago's most stimulating writers, builds reader confidence — "comprehensive, alert handling of the news", "on-the-scene stories" stimulate intensive readership of every page every day . . . *the ideal climate in which to do business.*

CHICAGO'S AMERICAN

PHOTOGRAPHIC REVIEW

Jackson Lavenson

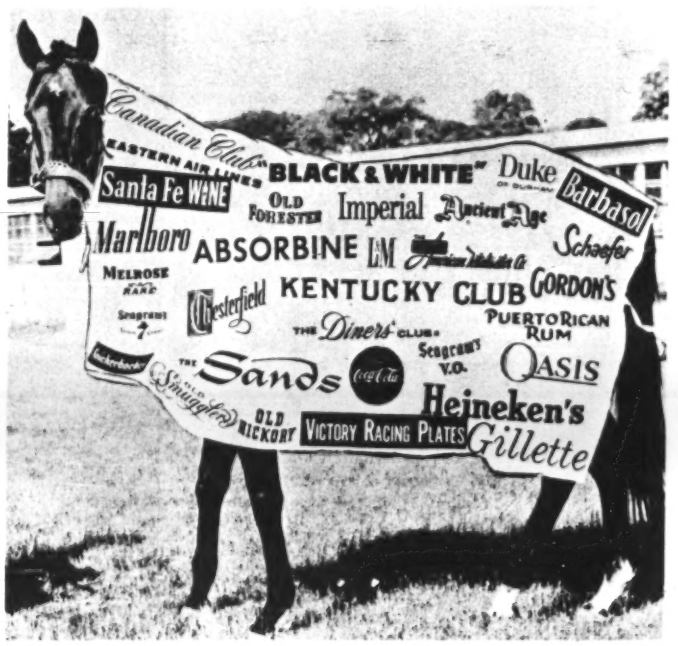
ARTIST ADMAN—*Jay Lavenson Sr., board chairman of Lavenson Bureau of Advertising, Philadelphia, views one of his own oil paintings, titled "Communication," with Martin Jackson, artist and teacher. The picture depicts tv antennas, space satellite, telephones, newspapers, etc. in the modern world.*

Yoshimura

Neves Wilhelm Tina Amaki

HARD HAT—*While workmen build second story to Holst & Male building in Honolulu, girls in production department jokingly don protective helmets. Enjoying the situation are Anna Neves, Gladys Wilhelm, Mildred Tina, Nanako Amaki and Jayne Yoshimura. Holst & Male is a subsidiary of McCann-Erickson (AA, Sept. 26).*

HONOR—*At the climax of the Dallas Advertising League's program honoring Tom L. Jaggars (right), chairman of the board, Jaggars-Chiles-Stovall, a porcelain horse was presented to Mr. Jaggars by Ira E. DeJernett, secretary of the 10th district, Advertising Federation of America, and owner of DeJernett Advertising Agency.*



WHY NOT?—*Leo Waldman, advertising manager, The Morning Telegraph and Daily Racing Form, New York, presents this new advertising medium: A race horse draped with a blanket with ads on them. The horse is Pourquoi Pas (French for: Why Not). Mr. Waldman's dream is to win a major race and have his horse parade in the winner's circle before an audience of 40,000,000, merchandising the names of his major clients.*

BOWLING AMBASSADRESS—*Sharon Ritchie, former Miss America, now director of women's activities for AMF Pinspotters Inc., debuts as the star of AMF's advertising in this color page appearing this month in four magazines. She will be featured in AMF's bowling advertising next year. Cunningham & Walsh, New York, is the agency.*

Packard Connolly Johnson Red

IN THE ACT—*Comedian Red Skelton managed to get the sponsor in the act for his tv show. This particular show—a special for S. C. Johnson & Co.'s 75th anniversary—was taped at the sponsor's plant in Racine, Wis., and will be telecast over CBS on Dec. 27. In the first scene Red, as Clem Kadiddlehopper, enters the lobby of the Johnson offices where he is accosted by H. F. Johnson, chairman, Howard M. Packard, president, and William N. Connolly, vp. He hands his coat to Mr. Johnson as he says, "Here, take care of my coat, boy." Mr. Johnson: "But I happen to be Mr. Johnson." Clem: "Oh, that's all right; I trust you." Later in the show Clem bungles his chance as mail boy, bus boy, etc. working for S. C. Johnson and is finally swallowed up in the assembly lines by a huge can of shoe polish. Skelton had to pay Mr. Johnson $77, as stipulated by the actors union—which is something of a twist, a star pay his sponsor-employe.*

How To Roast A Saber-Tooth Tiger

And it came to pass that in the city of UR there dwelt three stone cutters with a marvelous art.

They were Gog, Blog and Friendly Og.

Every day with mallet and chisel they inscribed on stone blocks the doings of the elders in the council cave.

They set forth events in highways and byways which were passing strange.

They consulted magicians so that they might chisel whether the skies would be fair or cloudy.

And there were some in UR who preferred the stone tablets inscribed by Gog and some by Blog, and more preferred the tidings prepared by Friendly Og, *yea*, in addition to the latest news, friendly Og had interesting advice on how to drag a maiden by the hair, and how to roast a saber-tooth tiger.

And it occurred to Blog that if Gog would go away he could deliver more graven rocks than Friendly Og.

So he gave Gog many mastodon tusks and gold amulets. And Gog gave Blog his chisels and piles of rocks and his cave and departed from that country.

Hearing of this matter, Friendly Og took his stones to the people of UR who had once preferred the stones of Gog.

Lo, said Friendly Og to the people who once had followed Gog, gaze upon these graven stones and gaze upon the stones graven by Blog and say truly which do you prefer?

And the dwellers of UR looked upon the chiselings of Friendly Og and the chiselings of Blog and they found they preferred the chiselings of Friendly Og.

Behold, now you see Friendly Og everywhere

The Detroit Free Press

Note: While this tablet was carved in the Free Press earlier this month, it occured to Friendly Og that space buyers elsewhere should see it, too. Then they may know where to carve their message to reach the dwellers in UR with the biggest caves and the most mastodon tusks.

National Representatives: Story, Brooks and Finley

IS THERE AN UNBIASED APPROACH TO REALISTIC READERSHIP RESEARCH?

Yes! Here is a no-strings-attached-offer to an inquisitive advertising manager (and his agency counsel) who wants to find out for himself "the vital difference" between publications serving Design Engineers in the Original Equipment Market . . .

MOST STUDIES of businesspaper reader preference seem to create more problems than they cure. Somebody wins, and everybody else seems to scream, *"Foul!"* . . . tearing into the list, or the method, or other details. Meanwhile, back in the advertiser's office, some earnest individual responsible for spending his company's money wisely and well is now more confused than ever.

Perhaps the intrinsic weakness of these surveys has really been that too often they attempted to compare head-on, "Publications A - B - C - D - Etc." without first getting a fix on each magazine within its own orbit i.e., *"How successful is it with its own audience?"*

Don't you agree this could make "the vital difference?"

Good! Is this then some theoretical, laboratory approach to one of your biggest problems? It is not. At least two mentally restless advertising men with well-known industrial firms have done something about it. They have found a way to evaluate a publication on the answers to these realistic reader questions:

(A) Do they realize they get it?
(B) Do they read it regularly?
(C) Do they value it highly?

We of PRODUCT ENGINEERING are as eager to confirm where we stand with our readers as you are. Willingly we offer to underwrite the preparation, printing, addressing and postage costs for such uninhibited, unbiased fact-finding on your part. Thereafter, it's strictly "hands off" . . . until you tell us the results. In return, we request only the privilege of using them in our data files.

Frankly, we think this is an intriguing proposition. *We're going to limit it to the first 5 advertisers to the OEM who take us up on it.* We suggest you phone (collect) S. J. Alling, PRODUCT ENGINEERING'S publisher at LOngacre 4-3000.

HERE'S EXACTLY WHAT YOU DO ... AND WHAT WE DO

1. You select the 5 most important states where you find your best OEM customers and prospects.
2. We furnish you with a list of 200 PE subscribers in each of these 5 states. You set up the sampling method.
3. You request the equivalent from other publications serving design engineers that you wish to study.
4. You then mail a simple, keyed survey form with return envelope to the composite list. Just 3 direct questions.
   (a) "Which "design engineering" publication do you receive regularly?"
   (b) "Which do you read regularly?"
   (c) "If for some reason you were allowed to keep only one of these publications, which one would it be?"
5. All returns come directly to you, are opened by you, tabulated by you. You analyze the findings on these 3 counts:
   (a) The recognition of each publication within its own subscription or distribution list.
   (b) Its readership ratio (i.e. regular readers vs. receivers).
   (c) Its indispensability, or stature on its own home grounds (i.e. ratio of those who "couldn't live without it" to those who realize they receive it).
6. Finally, you rate each publication on these identical 3 counts against the totals for each of the other publications, and draw your own fair and factual conclusions.

PRODUCT ENGINEERING

". . . it leads design thinking!"

McGraw-Hill Weekly for Design Engineers ABP ABC 330 W. 42D ST., NEW YORK 36, N. Y.

Advertising Age

Feature Section

Arrow Misses Mark—CM

Yule Letter—Bea Adams

Ad Slogans—A Leber Special

Integrated Commercials—McMahan

Opinions expressed here are those of the writers, and not necessarily those of Advertising Age. Comments are always welcome.

THE NATIONAL NEWSPAPER OF MARKETING

Clerks Need Not Apply . . .

Ogilvy Media Department Wants Strategists and Planners Who Know Marketing, Says McCaffrey

At a joint meeting of Associated Business Publications and American Association of Advertising Agencies, James J. McCaffrey of Ogilvy, Benson & Mather—who came up in media work—was one of the speakers. Among other things, he explained what his agency looks for in media department manpower, and why it prefers all-media buyers to specialists in a particular medium. That portion of his talk dealing with media department organization and functions is reported here, because it will be of interest to all.

James J. McCaffrey

By James J. McCaffrey
Senior Vice-President, Ogilvy, Benson & Mather, New York

Under a normal buying system, it's difficult to keep good, young talent interested in business paper analysis. Whether we like it or not, there is simply more excitement in managing the strategy for a network television show, or for a major campaign in *Life* magazine, or negotiating several million dollars' worth of local spots, than there is in the painstaking craftsmanship required in putting together media lists in the business paper area.

Some agencies solve this problem by the establishment of groups of *specialists*, whose job it is to concentrate their efforts on this. Many other agencies—including ours—prefer to treat the problem as part of the *total* media picture, allowing the same people who buy consumer advertising to purchase business papers.

■ Both strategies have their strong and weak points. It's obvious that the specialist, by pure exposure, has a greater opportunity to accumulate knowledge than does the buyer whose assignments cover a much broader area. By the same token, the *non*-specialist can bring to bear on [any particular media] problems experience gained through familiarity with other fields and other techniques.

Perhaps it may interest you to know what Ogilvy, Benson & Mather looks for when we hire media planners. We don't always find people who measure up to these qualifications—but we keep looking.

Seeks Media Strategists With Broad Knowledge

The really able media strategist and planner has a good grasp of all phases of the marketing and advertising picture. He ought to know the difference between a good ad and a poor one, a strong commercial and a weak one. He ought to recognize and understand fully the importance of a creative platform and its execution in the advertisements themselves. And he need not be a writer to do so.

A good media planner today ought to recognize when picture, headline and copy work together to make a sale, and when they do not. He ought to be able to distinguish between good and bad storyboards. A flaw in the visualization of what is *thought* to be a great television idea may be more in the concept itself than in the execution. If so, a complete departure in media strategy may be the order of the day.

■ A good media planner ought to be familiar with research techniques, not only those referring to his own immediate area, but those applying to sales and copy as well. He should have a knowledge of show business, and the feel for what attracts people to television programs and the pages of various magazines. *He must have taste and imagination.*

And he must have a broad understanding and a deep appreciation of an advertiser's problems and his organization. After all, media planning is really solving problems, and if the problems are not understood, the answers can't help but be off-target.

■ The media planner of years ago was basically a specialist. Now he must be a broad thinker. As such, wide knowledge is a requirement.

It helps for the planner to be a good salesman. This refers to the spoken, as well as to the written, word. I've known a number of able, intelligent people in this end of our business, whose careers have not gone as far as they might, because they don't really understand how to express themselves. By the same token, the media planner who can both write and present work orally with clearness and conviction is a valuable man, indeed.

■ I've always thought that these characteristics, although some people seem to come by them naturally, can be instilled in the average person by training and diligent practice. However, few individuals seem willing to take the time to do this. A short-sighted view of things.

Open Mind Needed

Try to remain open-minded in the matter of media analysis. Too many people today are known as "broadcast men," or "magazine men," or "business paper men," or "outdoor advertising men." This isn't healthy. It smacks of narrow thinking—an unwillingness to examine all aspects of a problem and its possible solutions.

The good media planner takes pride in his work. The catch word here is *accuracy*, and the painstaking care usually needed to achieve this. One of the great tragedies affecting an otherwise top-flight media operation is the silly error—the mechanical mistake which can throw budgets miles out of whack.

■ In addition, nothing is quite as embarrassing—and ultimately damaging to the total reputation of the advertising agency—as a stream of such silly errors. This is true to an even greater degree than the case of the occasional magnificent bloomer, of which we've all been guilty. It signifies shoddy thinking, which the client is perfectly justified in believing reflects the attitude of the agency as a whole toward his company.

Checking and rechecking work, while it seems dreadful drudgery at the time, often pays off a hundred-fold. It may slow job delivery down slightly, but if it's successful in avoiding mechanical errors which necessitate redoing work, it's easily justified.

■ But I believe that the imposition of a series of checks on the accuracy of work is only part of the game. At best, it's defensive. I believe that the media planner, by his own example of pride in his work, and by demonstrating an insatiable desire for accuracy, can instill this feeling in his people all the way down the line. And, ultimately, this is the answer.

A good media planner is courageous. He takes a flyer once in a while, trusting his experience, judgment and instinct, even while knowing that the figures indicate otherwise. I'd call this "conditioned hunch." It may involve breaking some rules, but the planner is perfectly aware that the rules exist and is performing the act consciously. He is not acting in ignorance.

In the same general area of courage, the media planner, once he has taken a position, should defend it as vigorously as possible. Nothing is worse than the vacillator—the man who says, in effect, "Yes, this is my considered judgment, based on a thorough study of the situation, but I'll back off if you argue with me strenuously enough."

I once worked in the media department of a major agency with a man about whom a key figure in the publishing industry said, "There's no one in our business to whom I'd less rather try to sell my magazine than Mr. X. But by the same token, there's no one in our business I'd rather have defending my interests, once he has made up his mind to buy it."

Count on Long Hours

The good media planner is not afraid of sheer hard work. Most people who have reached the executive level in the media end of things have arrived there partly as a result of devotion to this principle. Media work requires much more than the usual nine-to-five job. It needs more time, if it is to get the thought and care it deserves.

■ The man who is afraid of long hours and hard work should avoid a career in media planning like the plague. It's no place for him. Many times it's impossible to perform the planning function during office hours. The distractions are too great. Incessant meetings and the telephone don't help matters. And the nature of the media business is that external contact is essential. As a result, work goes home to be done during the quiet hours, or late trains become the order of the day.

Last, but by no means least, the good media planner ought to possess an exploring mind—a curiosity about why things happen and how they happen, a dissatisfaction with incomplete answers.

The Media Researcher— A Significant Step Forward

About ten or fifteen years ago, a new breed of cat appeared on the media planning scene. His contribution to present-day advertising thinking has been one of the really significant advances in our business. For want of a better word, he's called the media researcher.

Today, media buying and planning are largely dominated by these men, or by people who in later years have had their training along research lines rather than

under traditional media methods. Some of them head the media departments of America's largest advertising agencies. Others have gone on to spectacular careers in the advertising and marketing ends of major U.S. corporations. And they *all* reflect the urge toward greater knowledge of our now highly complex business.

I believe I'm justified in saying that here is evidence of an understanding of the situation and a conscious effort to do something about it. We *are* setting our sights higher. We *are* trying to develop better and more dedicated brains. We *are* attempting to make our media people proud of their jobs. Although the process is slower than either of us would like, we ask you to bear with us. #

Let Nothing You Dismay

By Beatrice Adams
Vice-President in Charge of Special TV Projects, Gardner Advertising Co., St. Louis

Dear friends and darling advertisers:

By the time I make this verbal contact with you, the air will no doubt be punchy with such recurring ditties as Rudolph, the Red Nosed Reindeer, I Saw Mama Kissing Santa Claus and that dental delight about All I Want for Christmas.

Beatrice Adams

In keeping with the jovial and generous spirit of the season, some tv advertisers will graciously skip the commercial commercials. Some will say Merry Christmas and let it go at that. Some will run special Christmas commercials—maybe a Cadillac tied with a big red ribbon. And some will make a modest mention of the fact that there are no commercials—sort of like: Please omit flowers, just send your contributions to the sponsor.

Well, it keeps happening and I guess it will continue to do so if the Lord keeps loving us in spite of what we are and what we do and what we do not do. For this is the season of eggnog, and office parties, and frantic exchanges of hurriedly-purchased gifts, and equally frantic mailings of Christmas cards, followed by slightly hysterical efforts at remembering if you really *did* send a card to Mister What's-His-Name, and also what to give the client, if anything. Will it remind the client of payola? Or will it make him feel more appreciative or considerate or . . . ? ? ? Merry Christmas, dear friends and darling advertisers. Let nothing you dismay.

■ Good old 1960. Remember? The year of the Summit we didn't quite reach. The year of the first big debates on tv. The year many advertisers opened their own laundromats. The big clean-up.

There was something else about 1960. It was the year that tv advertisers discovered water. Oh, a small amount of water seeped into commercials prior to that year. But 1960 was the big year. Clear cool water—shimmering water—tidal waves—bubbling brooks—rippling streams—gushing spring water—lily-pond type water—sky blue water—Chesapeake Bay water—the tingling water of the bathroom shower. The garden hose got into the act too. Lovely refreshing aqua. Dependable H^2O. Water, water everywhere—to put dry tv viewers in a mood to buy beer, cigarets, soap, shampoo, and I don't remember what else. But there were plenty of what-elses. It was a wet year. A very wet year.

Another memorable thing about 1960. It was the year of the virile male. The very, very virile male. Not a brief-case toter in the lot of them. The husky he-man was everywhere—he drove tractors—he piloted jets—he climbed mountains—he skied—he used his manly muscles, he did. He wasn't born in 1960 but a lot of carbon copies were cranked out during the year to sell everything from beer and cigarets to tractors, station wagons and vittles. Don't let it upset you. New day coming. Let nothing you dismay.

■ Progress was made in 1960. Not at marathon speed. But enough to be noticed, enough to be encouraging. Surely 1960 was the year when fewer union cardholders slipped into white jackets to speak with "medical" authority and reverence about all sorts of concoctions that would relieve nagging aches, miserable pains, coughs due to colds and all, or almost all, the other ills that flesh is heir to.

Thanks to some conscientious cops in organizations such as FTC, FCC, BBB, AAAA, ANA, AFA and others—thanks, too, to some frightened advertisers, there have been fewer stomach x-rays, fewer soggy road maps of the cranium's interior, fewer weasel-worded claims. You see? There is hope. Let nothing you dismay.

■ Put 1960 down also as the year which put an end to those uncomfortable two-children families crowded around a night-club size table nibbling on something which, to their great astonishment, tasted good. Not all of these families have been abandoned by tv advertisers. There are still a few residual-receivers who sip and nod, nibble and wink, chew and then open their eyes in wide and happy surprise to think that Mother could possibly fix anything that would taste so delicious.

A slight pause while we thank all those wise advertisers who believe the viewer should do the eating—and that the viewer *will* if the food looks believably tempting. Hope, do not die. Maybe the gulp-and-look-glad school is closing. Let nothing you dismay.

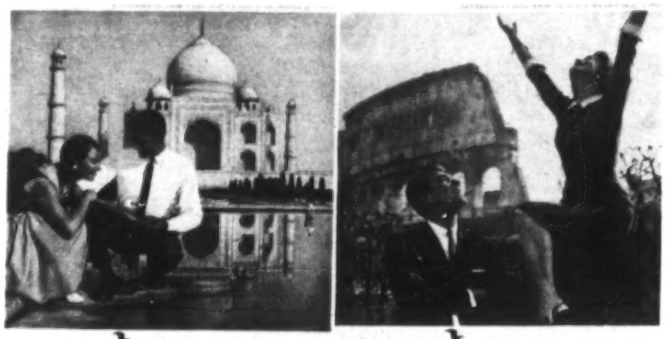
■ People still pour glasses of cold bubbling beer and let it get flat as they gaze into each other's eyes. Because of legalities? Natch. But is there any law that says the camera must stay on that beautiful glass *after* the pour is completed? People still fill their cups with coffee, then look at each other with a kind of Tristan and Isolde hunger. Who slipped what into the coffee pot? Something must be going on that I don't know about. But this, too, will pass. Let nothing you dismay. Please will you take a letter?

Dear Santa Claus:

While advertising people gather in conference rooms and around sweet-roll-and-coffee vending machines, while they talk earnestly about copy strategy and copy platform and product personality and brand image, why don't you step up and remind them of a simple, durable truth? Look at you. Same white whiskers. Same red suit, same boots, same cap. Same familiar ho-ho-ho and M-e-r-r-y Christmas! Even when you don't have quite the shape for it, somehow the image remains, the personality retains its magic, the copy strategy never changes. Maybe just a bit of your merry outlook, your embracing personality, your promise of something good, and your everlasting belief in loving and giving could somehow be slipped into those binders that hold our carefully-worded plots and plans. Maybe we could learn a little something—something wonderful—from your brand image. Merry Christmas, dear friends and darling advertisers. Let nothing you dismay. #

The Creative Man's Corner . . .

Arrow Errors



It is entirely possible that probings into the male psyche by Dr. Dichter lie behind this Arrow shirt campaign featuring an American male and some unnamed American female (definitely *not* established as his wife) before some of the more scenic wonders of the world, such as the Taj Mahal at Agra or the Colosseum in Rome.

It is also entirely possible that an old-fashioned nose-count survey determined that women buy more men's shirts than men do, so that the copy is filled with such woman-talk as, "The lustrous oxford fabric of Arrow *Gordon Devon* is totally wash and wear. The cuffs are cleverly convertible . . . " Or, "Observe the trim neatness of the distinctive eyelet collar . . . how well it sits, how smoothly it fits."

We are also quite satisfied that the Starch rankings on this series are sufficiently high to forestall any criticism. Despite all this, we find it difficult to think of a genuine *raison d'etre* for the approach—aside from that well-worn cliche, image-building.

The ads are nice—we shouldn't complain. They're harmless. There's nothing in them that we can see that Mr. Kintner could object to. Yet, somehow, we don't find any *sell* in them. We'd like to know why we ought to wear an Arrow shirt right here at home. Do they give more wear per shirt dollar than six other brands? Where *are* those cuffs that are so cleverly convertible we can button them or close them with our favorite links? With us a shirt is a practical matter. Let's have it presented as such. #

Employe Communications . . .

Explaining the Departmental Function

By Robert Newcomb and Marg Sammons

(Mr. and Mrs. Newcomb operate their own organization in employe relations.)

In an employe opinion survey the authors of this department conducted some time ago, a "trip" question was included. It bore little actual relation to the findings the survey was charged with unearthing, but the answers conveyed a mighty message. The company wanted to find out how much its employes actually knew about departments other than their own. They got the answer: Practically nothing.

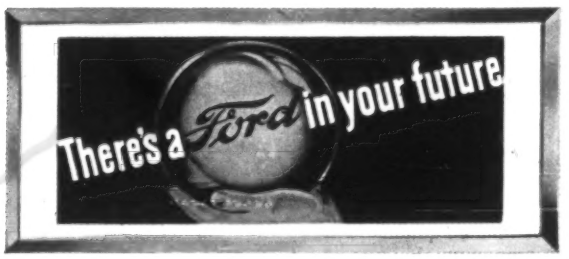
To drag this question out into the sun so everyone could have a look at it, employes included in the survey were asked to describe, in few words and in their own way, the purpose and function of the following departments: public relations, research, purchasing, advertising, manufacturing.

As might be expected, the majority of respondents were able to provide an acceptable word picture of the functions of the purchasing department ("They buy the stuff the company needs, like steel") and the manufacturing department ("That's the shop where the people work").

On the other hand, members of the research, public relations and advertising departments—had they seen the volunteered definitions—would have squirmed over the discovery that their work was held in such low and inexact regard. Readers of this column who are members of the advertising craft might be interested in this reasonably typical evaluation of their work: "They spend the company's money on tv and in newspapers." Those in public relations may learn here that "they write publicity about the company and

1935

1941

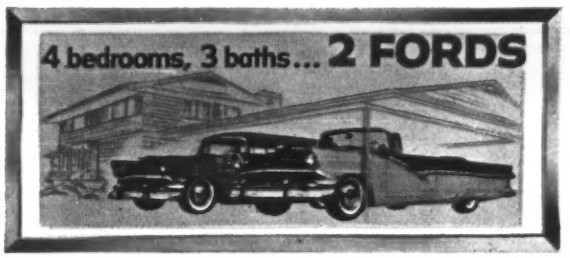


1945

1947

1948

1953



1956

1960

Many market leaders are persistent users of Outdoor—

the *Persistent* Primary Medium

Outdoor — the persistent medium — has many persistent users. One of them — The Ford Motor Company — has used Outdoor for over 50 years. Outdoor's success for these long-time users stems from three things:

1. Tremendous coverage. On the average, your message in Outdoor reaches 94% of all car-owning homes.
2. Tremendous frequency. Your message in Outdoor is exposed repetitively an average of 21 times a month to practically every prospect in the market.
3. Low cost. With Outdoor, you reach prospects at a cost of only 22¢ a thousand.

To help Outdoor go to work *persistently* for you, OAI — national sales representative of the Outdoor advertising medium — puts at your disposal research, planning, creative, and merchandising services. Just write or call the OAI regional office nearest you.

OAI OUTDOOR
ADVERTISING INCORPORATED

With offices in: *Atlanta, Chicago, Dallas, Detroit, Los Angeles, New York, Philadelphia, St. Louis, San Francisco, Seattle*

hope the papers print it." (Comment from the gallery: "What's so inexact about that?")

It is a sobering discovery for a management to find—and it occasionally does—that its whole organization chart is a bewildering contrivance to the vast majority of its people. They read "Research and Development" without the faintest notion of what it involves. "Engineering" to many is just a word, believe it or not. "Personnel" is a place where they hire people and that's all. To many shop people, the office is merely a maelstrom of desks and human confusion; to many office people, the shop is a verboten haven for machinery where men swear and stir up discontent among their fellow-workers. And this is no figment of the imagination. In far too many factories it's fact.

■ In the past year or two, more and more companies have begun to recognize that ignorance at the working level is nothing to be coveted—it's something company managements had better start doing something about. M. C. Strittmatter, who is vice-president-industrial relations of Celotex, recently took over a couple of pages in the company magazine for employes to explain what industrial relations is, and particularly what it is at Celotex. The reader had a quick rundown on its objectives and services, and by the time he was through, he should have been able to fit industrial relations into the company pattern.

Actually, how many readers of corporate literature are aware that the typical industrial relations department covers all (and even more) of these functions, as outlined in the Strittmatter article: recruitment and placement, wage and salary administration, training, communications, labor relations, management inventory and development and organization planning? Many an industrial relations man will be able to add another dozen jobs to this substantial assortment.

■ How well does your company—or the companies you represent—present the story of its departmental functions to the employe group? How well does Employe A know the functions of Department B or Department C? How competently does he relate departmental functions to the company, to the industry, to himself? Is it enough to say that he doesn't need to know, or would it be wiser to concede that, in the ignorance the employer creates for him, the employe finds it mighty easy to locate the seeds of discontent which are sometimes placed there for him? #

The Peeled Eye Department . . .

Auto Ad Falls Somewhere West of Nowhere

By Dick Neff

Little Sunbeam Leaves Copy Trainee Cold

If Sunbeam thinks its advertising rings the bell with Alice Bell, copy trainee at J. Walter Thompson, it's got Stutz Bearcats in its belfry.

"Pick yourself a SUNBEAM and ride it to the sky!" croons the copy. "Next time a Sunbeam Alpine streaks past you, imagine it's you behind the wheel. You're not operating a vehicle. You and your Sunbeam are one. Intimate. You play it, like an instrument. You glide through a lane as a sunbeam paints a meadow . . . streak down a road as a sunbeam spans a valley . . . It's exhilarating just to look at your Alpine! Proud. Poised. Powerful. Yet it pampers you. With roll-up windows. Seats you enjoy sitting in. An extra bit of room tucked away for when you need it. It's the lithest little temptress you ever fell in love with . . ."

Dick Neff

Miss Bell's comments follow: "Daybreak finds our hero, complete with Alpine (as in Sunbeam) hat and Elvis-style sideburns, poised in a luscious meadow—about to ride into that murky sky in his sexy little Sunbeam. ('Ghost Riders in the Sky'?)

"Imagine that fop 'gliding' through a lane of the Henry Hudson Parkway at rush hour 'as a sunbeam paints a meadow' . . . or better yet, opening the garage door at 5:00 a.m. (He had to get up early to have that buggy in the meadow at dawn!). And getting that old 'exhilarated' feeling at first sight of his 'lithe little temptress.'

"It's love at first ignition switch, and who wouldn't mind being pampered by that intimate little chassis with 'an extra bit of room tucked away' for a rainy day.

"I really think Sunbeam's agency should have given a credit line to William Wordsworth."

Free Advertising Ideas Dept.

Here are a few little old Big Ideas your friendly, helpful Peeled Eye Department just doesn't happen to be using this week, so we're passing them along to our loyal readers as one of our free services, good-natured slobs that we are:

1. *To the makers of Valiant:*
Why don't you run this ad again with the headline "Potential Presidents don't bump their knees on the Valiant"?

2. *To the Hilton Hotel chain:*
Why don't you buy up those 1960 Republican campaign buttons and use them to advertise a string of motels named Nixon Lodge?

3. *To all toothpaste manufacturers:*
Why not run a picture of a movie star, being carried into a hospital, screaming with pain, with this headline in handwriting under it:
"Liz—Now will you brush those teeth with ..... toothpaste?
—Eddie."

We don't know why we're so generous with these big ideas, but, darn it, we just

BIZ QUIZ

Lester Leber

Compiled by Lester Leber

In keeping with the Yuletide spirit, this department gives you a snap exam for December. You can even take this instalment home and try it on the kiddies. They may do better than the Old Pros. Instead of being based on the customary business data, this issue of Biz Quiz merely asks you to identify a score of much-used advertising slogans. You'll find the answers on Page 64.

If you want to do this the hard way, identify the slogans without looking at the three choices listed for each one.

1. Outstanding . . . and they are *Mild!*
(A) Chesterfield (B) Pall Mall (C) Old Gold
2. More people ride on these tires than on any other kind
(A) Goodyear (B) B. F. Goodrich (C) U. S. Rubber
3. A woman never forgets the man who remembers
(A) Florists of America (B) Whitman's (C) Lanvin
4. Progress is our most important product
(A) Westinghouse (B) RCA (C) General Electric
5. Does she . . . or doesn't she?
(A) Clairol (B) Revlon (C) Toni
6. Better things for better living . . . through chemistry
(A) Union Carbide (B) Du Pont (C) Dow
7. Don't you wish everybody did?
(A) Lifebuoy (B) Dawn (C) Dial
8. Famous for quality the world over
(A) Philco (B) Frigidaire (C) Zenith
9. Nothing says lovin' like something from the oven
(A) Betty Crocker (B) Pillsbury (C) Aunt Jemima
10. Music's most glorious voice
(A) Steinway (B) Hammond (C) Baldwin
11. You're in good hands
(A) Allstate (B) Prudential (C) Metropolitan
12. Still only 5¢
(A) Life Savers (B) Wrigley (C) Mars
13. The champagne of bottle beer
(A) Anheuser-Busch (B) Miller (C) Ballantine
14. Very big on flavor
(A) Kraft (B) Heinz (C) Borden's
15. For the skin you love to touch
(A) Woodbury (B) Pond's (C) Lux
16. Be sociable
(A) Coca-Cola (B) 7-Up (C) Pepsi-Cola
17. Where millions shop with confidence every day
(A) Sears Roebuck (B) Woolworth (C) A&P
18. Puts you in the driver's seat!
(A) Avis (B) American Express (C) Hertz
19. For fast—fast—fast relief
(A) Alka-Seltzer (B) Anacin (C) Bufferin
20. The best to you each morning
(A) Kellogg's (B) Post (C) General Mills

Business America / 3

FORGING IRON OF LIBERTY

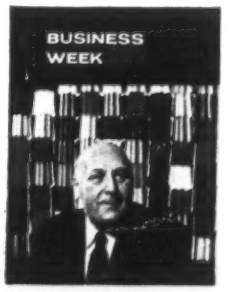
"The forging iron of liberty," Thomas Paine called Philadelphia. Today, its historic shrines stand shoulder to shoulder with the trim, tall citadels of modern business as the City of Brotherly Love has become the forging iron of commerce and industry.

There's a new look to Philadelphia . . . a new excitement, engendered by its world-famous urban renewal and industrial growth programs. There's a new vista, too, for the proud old city has become America's foremost foreign trade center. Business Week's management subscribers in firms like Radio Corporation of America (942), Philco (195), Pennsylvania Railroad (128), Campbell Soup (85) and Sun Oil Company (153), have played an important part in pacing the phenomenal growth of the Philadelphia area.

A lithographed reproduction of this woodcut by Philadelphia's Jacob Landau, size 22" x 15", is available when requested on your business letterhead.

In Philadelphia, as in all industrial centers of the nation, Business Week is the forging iron of management. Aimed at carefully-selected management men who make the decisions, Business Week keeps them better informed, better able to act. The news in Business Week is important, accurate, timely. Your advertising is news, too . . . directed unerringly at the men in management who make the decisions.

You advertise in Business Week when you want to influence management men



A McGraw-Hill Magazine
330 West 42nd Street
New York 36, N. Y.

can't help ourselves.

Lady Beatniks Learn How to, Like Shave, Man

Well, we never thought we'd live to see the day Gillette would advertise to a market as limited as the one they advertised to the other day.

It was during a football game telecast. A toothsome movie star, Ida Lupino, exposed her lovely gams and said with ever so much refinement, that the Gillette was "so smooth and comfortable, you hardly know you're shaving." Next came a few ladylike words about how you can adjust the dial on the Gillette to get the best shave, and then a male announcer broke in, on film, and said, "That's right . . . the Gillette . . . adjusts to *your* skin and beard."

We were very impressed, we can tell you, and we'll bet Gillette corners the whole bearded-lady market in a matter of months, bless their hairy little hearts.

Another little touch we liked on the same telecast was the way that big, brave lion did the commercial for the Dreyfuss Fund (. . . "The management hopes to make your money grow and takes what it considers reasonable risks in that direction . . . "), which incidentally, was underscored with music strangely reminiscent of "It Ain't Necessarily So," followed almost directly on the heels of a tune-in pitch for "The Roaring '20s." Made us nervous as a shorn lamb. #

McMahan on TV Commercials . . .

Integration (of Advertising, That Is) No Problem Down South

Harry McMahan, tv advertising consultant, is preparing a special reel of "Tv Marketing Successes of 1960." This will be an enlargement on 10 case histories he presented earlier this month at Harvard Business School. Agencies are invited to submit additional tv ad success stories. ADVERTISING AGE *will report his findings in an early 1961 column.*

By Harry W. McMahan

New Orleans and Little Rock may have their problems with integration, but Houston has the situation well in hand. At least as far as advertising is concerned.

One of the best stories on integration of media and point-of-purchase, stemming from tv, comes from the Clay Stephenson Associates, Houston. Admiration coffee is the account.

Harry W. McMahan

It began with the development of two characters, Mr. Perk and Senor Bean, for a series of six :20 tv commercials. These were designed for use on the 20 tv stations in Admiration's Southwest market.

Then came radio: 12 recorded skits with the same characters for 124 radio stations.

Then newspaper: Comic strips of the adventures of Mr. Perk and Senor Bean, for 68 dailies and 215 weeklies.

Point-of-purchase materials brought the tie-up down to a neat knot, with a contest to "guess the number of coffee beans in Senor Bean's sombrero" as a final fillip.

Interestingly enough, the cartoon house that designed the characters, Animation Inc., Hollywood, also did the art for the other media. Clay Stephenson engineered the idea, with his associates, Robert Brown and Ken Boehnert, sharing the creative development.

"Si, si, Mr. Perk?"

"Quite right, Senor Bean."

Other Potable Notables

Before getting around to beer, I'd like to make one comment on the recent media switches of the national bureaus on tea and coffee.

Tea Council is departing tv to concentrate in print. The Pan American Coffee Bureau is departing print to concentrate in tv. Both gave elaborate rationales as to what was wrong with their previous media, why they are switching.

Poppycock! Neither of the media failed 'em. Their creative approaches were simply ridiculous. Tea Council for three years has been slugging coffee with "nerves." The Coffee Bureau has been making a caffeine fool of itself with "The League of Honest Coffee Lovers." Either would be preposterous in *any* medium.

Meanwhile, such individual members as Lipton's tea and Yuban Instant make fabulously good use of any media they choose. Because they have something worth while to say. And they say it well.

Beer, For Instance

Granted—any "bureau" has a tougher job of stating its story than any individual member. The U. S. Brewers Foundation has a similar problem. I took a crack at one of their Irene Dunne commercials some weeks back, for instance.

Now I'd like to blow the foam off of a good one they've done. They hit a lively beer-drinking mood in a new two-minute color commercial, "What's Beer?" Fast-paced, well-designed, it puts the emphasis on bright people in clever situations, with Broadway show tune styling to the lyrical story. It's full of hops, full of fun, and leaves my late remarks unDunne . . .

Jack Wohl of JWT did the words, Byron McKinney produced for the agency over at Elliot, Unger & Elliot.

The Tea Council and Coffee Bureau might take notes.

Piel's and Blatz

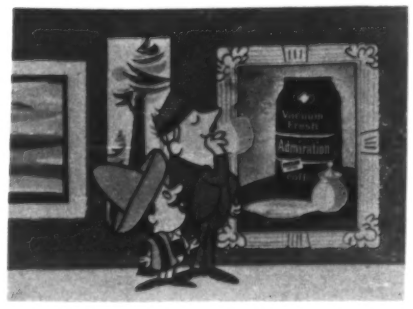
Beer continues to show a stout front on the local scene. Two new ones that are worth noting this month:

Piel's, in the East, is partially pensioning "Bert and Harry" after five years to lay a major stress on live action commercials. There's an old beer-drinking tune to rouse up "Piel's, Piel's, Glorious Piel's." And the live action shots of real people, set to tempo, make for a fine head on the brew.

Jerry Schnitzer directed the people with his familiar touch at Robert Lawrence, Hollywood. Y&R is the agency.

Meanwhile, Blatz in the Midwest has gone to a novel approach in its tv ads with Bert Lahr as star. The comedian is one time a bewigged judge solving the "case," the next time a rollicking sea captain. In the third he's an archaeologist who finally deciphers the hieroglyphics: "It's Draft Brewed!". Then, at the end, a side-splitting shot of the Sphinx—only it's Lah-lah-lah-Lahr . . .

K&E, Chicago, created with Joe Dens-

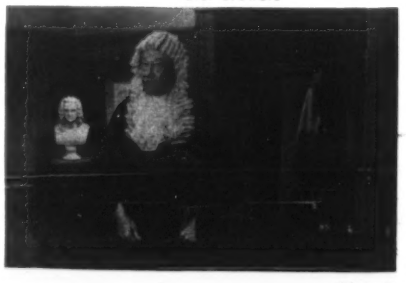


Mr. Perk & Señor Bean
MR PERK WHY YOU ALWAYS TALKIN' ABOUT HOW FRESH IS ADMIRATION COFFEE?
BECAUSE IT'S REALLY FRESH—SCIENTIFICALLY PACKAGED TO STAY VACUUM FRESH—SENOR BEAN—FRESH
F-R-E-S-H!
SI, SI, MR. PERK?
QUITE RIGHT, SEÑOR BEAN!
FRESH PAINT

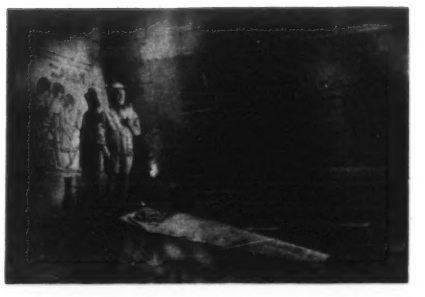
Admiration Coffee

Piel's Beer

U.S. Brewers



Blatz Beer



NATIONAL ADVERTISERS HAVE ALREADY ENJOYED 3-FULL YEARS OF BIG DISCOUNTS TO 24% UP IN THE OMAHA WORLD-HERALD

Discounts for Frequency and Bulk are the *largest* offered by any newspaper.

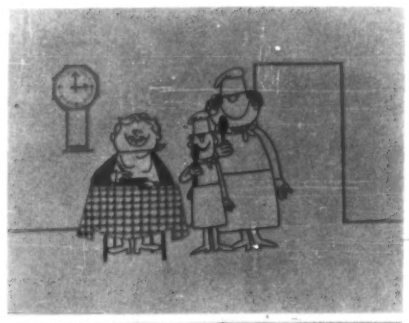
For complete information on discounts,

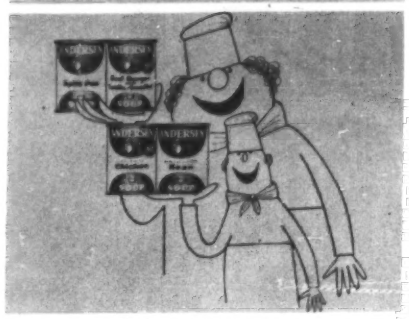
WRITE:
W. T. SWISHER, National Advertising Mgr.
Omaha World-Herald
Omaha 2, Nebraska

or any

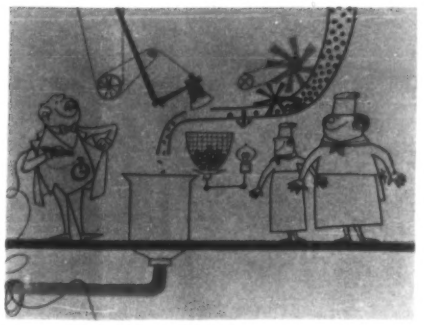
O'MARA and ORMSBEE office
NEW YORK • CHICAGO • DETROIT • LOS ANGELES • SAN FRANCISCO

Omaha World-Herald





Andersen's Pea Soup



Sinclair Heating Oil

berger writing and Frank Martello producing. Bill Sturm, New York, produced.

Bob & Ray & Ed Still Working

Ed Graham, the seriously zany creator of that aforementioned "Bert and Harry," may not be creating as many of the Piel's commercials as before, but a trio of his other brain-children are keeping him busy.

About two years ago, Ed, along with his partners "Bob and Ray," the voice comics, came up with a tv approach for Andersen's pea soup, a West Coast regional. One commercial was made and market-by-market the product has been trekking East. End of first year: Sales up 27% and the rise has never stopped.

This is a unique record for a single spot doing a saturation job over a long period of time. Now—and because there are six more soups in the line—two more commercials have been prepared with interchangeable inserts.

"Robert Pea-Soup Andersen" continues as the main character in the new spots, with "Hap-pea" and "Pea-Wee" as the double-talking non-identical twin helpers. The latter two are adapted from the original Andersen trademark characters by Mike Smollin of Goulding-Elliott-Graham. The idea started over at the old Bryan Houston shop, continues with him at Fletcher Richards, Calkins & Holden, where Don Jordan and John Van Horsen supervise.

Tv can point to this one as a classic example of how to combine creativity with selling effectiveness . . . for harpers on that subject . . .

Directors That Direct

There are probably no more than a dozen really good directors in the tv commercial business, and I could narrow that list down to four without half trying. Schnitzer, for instance, and Peter Elgar.

Schnitzer came out of Canadian bilingual documentaries where he learned to tell his story in non-verbal techniques. Elgar, a highly volatile Austrian, got his prime schooling at the old UFA studios in Germany. Both know how to get wonderfully human emotions out of their actors, know how to stage the commercial with camera excitement, know how to edit it with pace and feeling.

I'll skip the rest of the preachment just now, except to say that fully 40% of our tv commercials today suffer from mundane direction. It's really worse than most of us in the business care to admit.

But back to Elgar. He has a new one for Sinclair heating oil with a kid and a dog and a nice warm touch. Geyer, Morey, Madden & Ballard is the agency.

When we see the work of directors like Elgar and Schnitzer we have a hunch the wrong people in this business are getting the residuals . . .

Not that we have anything against actors. We spoke our mind on the SAG-AFTRA situation in a column two years ago when we pleaded with the industry to hire its own labor negotiator and prepare the case *then* for the 1960 negotiations. It didn't happen . . . and we pay and pay and pay . . . ad infinitum . . . ad hoc . . . ad nauseam.

Babies—Can't Miss!

Of course you can't miss with kids and dogs and babies. The trick is to come up with something fresh.

Ivory Flakes has done it with a cutie titled "We suggest." It sets out to "translate" some of the gibberish of the diaper set ("Oh, you say your diaper isn't comfortable?") and has fun doing it, making its point for Ivory Flakes meanwhile.

MPO, New York, produced for Grey, with Sam Abelow on the script and Catherine Pitts producing.

Sure, you can't miss. But it's always better when you hit a bull's eye, like this.

Bigger Than Life

We like the way Cascade, Hollywood, is using their Mattescope process to get some unique effects for Betty Crocker's Bisquick.

There's a strawberry shortcake that looks about two stories high behind the gal presenter. And, on top of that, a hand comes into the scene to Reddi-Wip the topping.

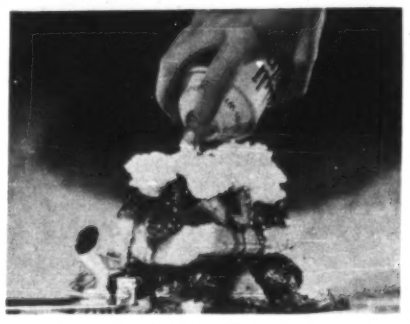
Knox-Reeves, Minneapolis, is the agency.

Christmas Greetings

Santa Claus is being bearded in his den far too many times again this year, so perhaps this makes us a bit more intrigued by the Christmas gambit on Dutch Masters.

They take another of the paintings they've adapted to trademark and this Dutch Master is Rembrandt's "The Syndics of Drapers Guild."

Ivory Flakes



Betty Crocker

Dutch Masters

As an off-screen camera voice tries to interest this "board of directors" in the various Dutch Masters products for Christmas, only their familiar cold expressions are displayed. Finally: "*Your* picture, gentlemen, will be featured on all boxes . . ."

Smiles. Applause.

Don McKechnie wrote, Jack Schwartz produced for EWRR. And, if Mr. Rembrandt inquires, it says here that a Mr. Lou DiJoseph was art director.

Hollywood Festival Deadline

Only a couple of weeks are left to get your tv (and radio) commercial entries into the Hollywood Ad Club's International Broadcasting Awards Competition. Dec. 31 is the deadline.

Entries are pouring in from all over the world, chairman Don Estey reports. Twenty-five awards will be made at a big Hollywood to-do and banquet that opens National Advertising Week Feb. 7.

Information for entries: Hollywood Ad Club, Box 38909, Hollywood 38, Cal.

Special note: This does not supplant the American Tv Commercials Festivals, which will stage its second annual competition in New York in April.

Enter both—show 'em tv commercials are better'n ever! #

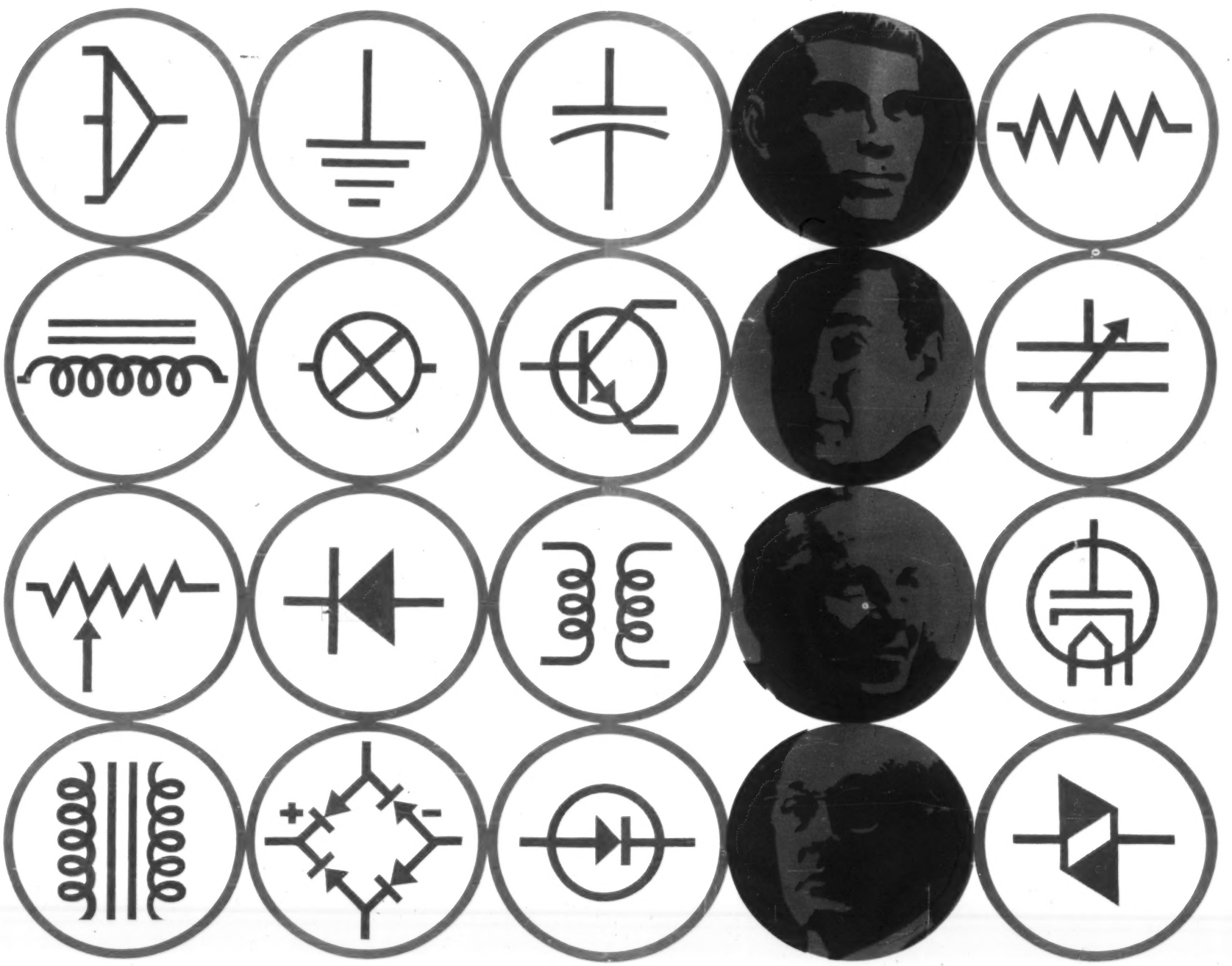
What They Were Saying 25 Years Ago . . .

Rough Proofs item (AA, Feb. 24, 1936):
The United States consumed 44,909,243 barrels of beer in 1935, or about a third of a barrel for every man, woman and child in the country, including the members of the WCTU and the Anti-Saloon League.

Getting Personal item (AA, Feb. 17, 1936):
Phil Wrigley is now selling things you can swallow. He has bought Grayling's emporium and given it a new and significant name: 410 N. Michigan restaurant.

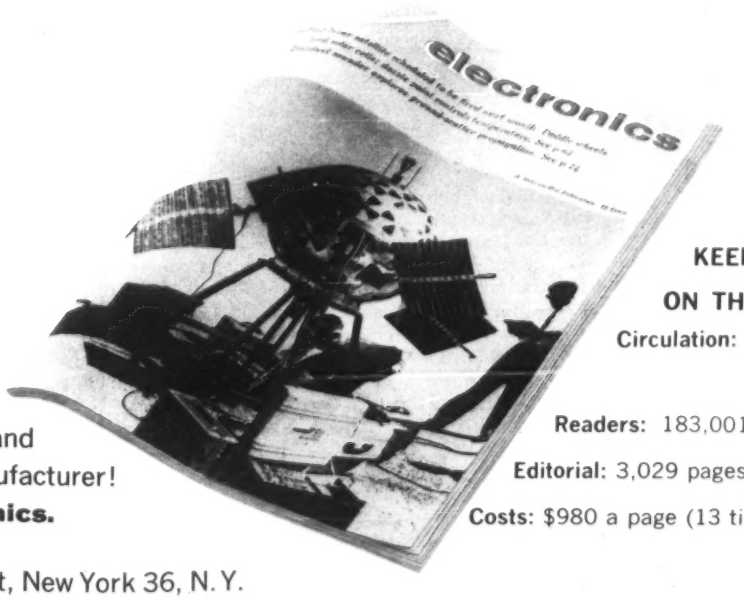
News item (AA, Feb. 17, 1936):
American Telephone & Telegraph Co. plans construction of a coaxial cable between New York and Philadelphia for experimentation in television and multiplex telephony.

Tom F. Blackburn, in Country Gentleman (AA, March 30, 1936):
"You have to look back at the market that was so eager for flivvers to find a parallel to the eagerness that exists for electricity on the farm."



electronics *sells the buying team . . .*

in Research *Design* *Production* *and Management*



Tough competition demands that you reach and sell the electronics man . . . wherever you find him: in research, design, production or management. Only **electronics** is edited to interest and influence all four. Don't forget, the electronics man is engineering educated and oriented. Advertising to the electronics field MUST reach and sell all four, just as salesmen call on all four. Ask any manufacturer! And the electronics man BUYS what he reads in **electronics.**

KEEP YOUR EYE ON THE BOX SCORE!

Circulation: 52,286 paid subscribers

Readers: 183,001 (2.5 pass-along)

Editorial: 3,029 pages in 1959

Costs: $980 a page (13 time, B&W)

ABP ABC **A McGraw-Hill Publication,** 330 West 42nd Street, New York 36, N. Y.

0.12

On the Merchandising Front . . .

Change, Turmoil Afoot in Drug Outlets

By E. B. Weiss

The drug outlet is in a turmoil.

No other form of retailing is currently going through change and experiment at a pace that even begins to approach the emerging situation in the drug outlet.

E. B. Weiss

I would like to make it clear, from the outset, that these remarks are not intended to convey the implication that the independent druggist (or the now traditional drug chain) is ready for a tolling bell. Neither do these remarks carry any implication suggesting that the traditional drug outlet "had it coming."

I am simply pointing out that drugs (including prescriptions) are being retailed in an amazing array of new procedures. Some of these new procedures will die a-borning. Others will wilt after a short period. Still others will make only a small dent in the total outlet for drugs. But some will, in my opinion, become potent and durable factors in the retail distribution of drugs and the host of related items, including sundries, that have come to typify the inventory of the traditional drug outlet.

And all of them, lumped together, will definitely bring about a sizable revolution in drug retailing!

■ If these new retail outlets for drugs were new merely in location, or in fixturing, or in inventory practices, they would still exert dramatic pressures on traditional drug retailing. But even more weighty is the fact that some, and maybe most of these new outlets for drugs are *low-margin* outlets.

And this is a development, in drug retailing, of major significance.

Anyone involved in drug distribution for enough years can remember how the "pineboards"—those ancestors of our present-day drug chains—disturbed the equilibrium of drug distribution in that bygone era. But the pineboards were a puny development as compared with the host of new retailing procedures for drugs, and particularly when compared with some of the low-margin techniques now being applied to the total drug classification, including prescriptions.

■ We are now deep in an era of low-margin retailing—a development I forecast shortly after the end of World War II in a series of articles on the then early discount houses that appeared in Advertising Age. The modern era of low-margin retailing—circa the 1950s—started with hard goods. Then it spread to soft goods. Now it has come to drugs.

Whether Kefauver tilled the soil for the low-margin retailing of drugs is not the subject of this column. Whether the public has been misled into false concepts regarding the markup of the traditional druggist also is not the subject of this column.

■ I am simply forecasting a new trend in drug retailing. And that new trend involves the application to drugs (including prescriptions) of low-margin techniques—low-margin techniques that have proved so remarkably successful in the older discount chains, in mill chains, as to leave little room to doubt that they will work equally well in the retailing of drugs.

Again I want to point out that I am not predicting the demise of the traditional drug outlet. After all, department stores, variety chains, food chains—all are still not merely with us, but actually growing, despite their powerful low-margin rivals.

But I would like also to point out that these older forms of retailing are *changing* to conform with the requirements of an era in which they experience mounting competition from low-margin rivals. I believe that many (not all) traditional drug outlets will have to change similarly—and the very fact that some of the drug chains are experimenting with low-margin leased departments in various types of discount stores suggests that recognition of the need for change already exists.

■ What, then, are some of the newer forms of drug retailing?

I do not pretend to have a complete list. But here are some of the newer concepts:

1. Chain drugs operating leased departments in discount outlets.

2. Food chains buying up drug chains.

■ **3.** Discount chains putting in their own drug departments. (Korvette does a fantastic percentage of its total store volume in several stores in which it has installed its own drug department.)

4. The opening of drug stores by at least nine of our big labor unions, with more on the way.

5. The opening of chains of low-margin drug outlets.

6. Rapidly growing mail order drug ventures (a low-margin drug chain brings in $1,000 weekly through its mail order Rx department).

■ **7.** The hospital clinic pharmacy is a growing outlet for drugs. (*American Druggist* says this is a "*formidable challenge*" to the traditional pharmacy.)

8. Doctors are taking an ownership position in drug outlets.

9. Manufacturers are making drugs available to their employes on a low-cost basis.

10. The food super has, of course, made inroads on health and beauty aids.

11. The "group approach" to medicine, which involves "medical centers," includes complete pharmaceutical services which eventually become available to the entire community.

12. As pharmaceutical manufacturers intensify their trend toward over-the-counter drugs (a very definite trend), these drugs will wind up in many outlets in addition to the traditional pharmacy.

13. In-home selling of drugs is rising.

14. Pre-paid health plans.

■ As I remarked earlier, this is by no means a complete listing of the newer forms of drug retailing. But surely the list is large enough to make clear that drug retailing is, indeed, in a turmoil.

I should like to add one more point. The drug retailer has had something of an exclusive on Sunday retailing. I think that that exclusive will be broken when the U.S. Supreme Court hands down its decision on Sunday retailing. If and when this happens, then the loss of this exclusive, plus the new forms of competition, will give the traditional pharmacy cause for pause.

While all this is going on, and particularly while the low-margin retailing of prescriptions appears to be poised for explosive growth, I am amazed to read that thousands of independent drug stores put a "service charge" on each prescription filled—in addition, of course, to the regular markup. This service charge tends to run in the 25¢ to 50¢ range—and well over 20,000 druggists impose this charge.

■ That this should take place in an era in which close to 90% of all prescriptions are not compounded by the pharmacist is startling enough. But that this should be spreading at the very moment when the low-margin retailing of drugs, including prescriptions, is gathering such powerful momentum is almost incredible.

I think some pharmacists need a prescription—a prescription for good health in an era of low-margin retailing of drugs and prescriptions (as well as the low-margin retailing of "sundries") and of just about everything else the drug outlet stocks. A service charge for filling a prefabricated prescription, even though it may be rationally explained, will rarely belong in that Rx. #

BIZ QUIZ

Answers to the questions on Page 58

If you were unable to name the users of all these slogans, it's a sign of the times. Ever-increasing competition for the consumer's attention has placed a premium on fresh ideas and diminished the importance that slogans had a generation ago.

LESTER LEBER

1.—B	11.—A
2.—A	12.—A
3.—B	13.—B
4.—C	14.—C
5.—A	15.—A
6.—B	16.—C
7.—C	17.—C
8.—A	18.—C
9.—B	19.—B
10.—B	20.—A

Salesense in Advertising . . .

Consumer Is Dollar Wary, So Tell Him the Price

By James D. Woolf
Advertising Consultant

Observation of the people around me convinces me that the average American is stretching his take-home pay to just about the limit of its elasticity. The failure of national advertisers to quote prices, exact or approximate, has long been a source of amazement to me. Failure to quote price, in my book, means failure to provide the reader or listener with his most wanted item of information. Anyone who has clerked in stores, as I have, knows this to be true.

James D. Woolf

It is my notion that the average consumer today is more worried about his dollars—and how far he can stretch them—than about the many other anxieties that beset him. He is becoming increasingly cost-conscious. Today his first question, when he debates with himself over the purchase of an article, is, "How many dollars will it cost me and does it represent the maximum benefits I will get for my money?"

■ I have just glanced through a dozen current magazines and as always I am amazed that so few ads quote prices and terms of payment. The time has come for the hard-pressed consumer to think about his budget. This is no time for vacuity and juvenility and "cleverness" in advertising. I think the consumer is in the mood to listen to *adult* sales talk—factual, sober, sensible, credible, about the merchandise he is being asked to stretch his dollars for.

In the retail advertising field the quoting of prices is standard practice. I realize that the question of quoting prices in national advertising sometimes does not satisfy the retailer, but it is always possible to say "About $40" or "Approximately $40." I simply cannot understand why so many national advertisers fail to include any price information whatever. Failure to quote price probably makes the

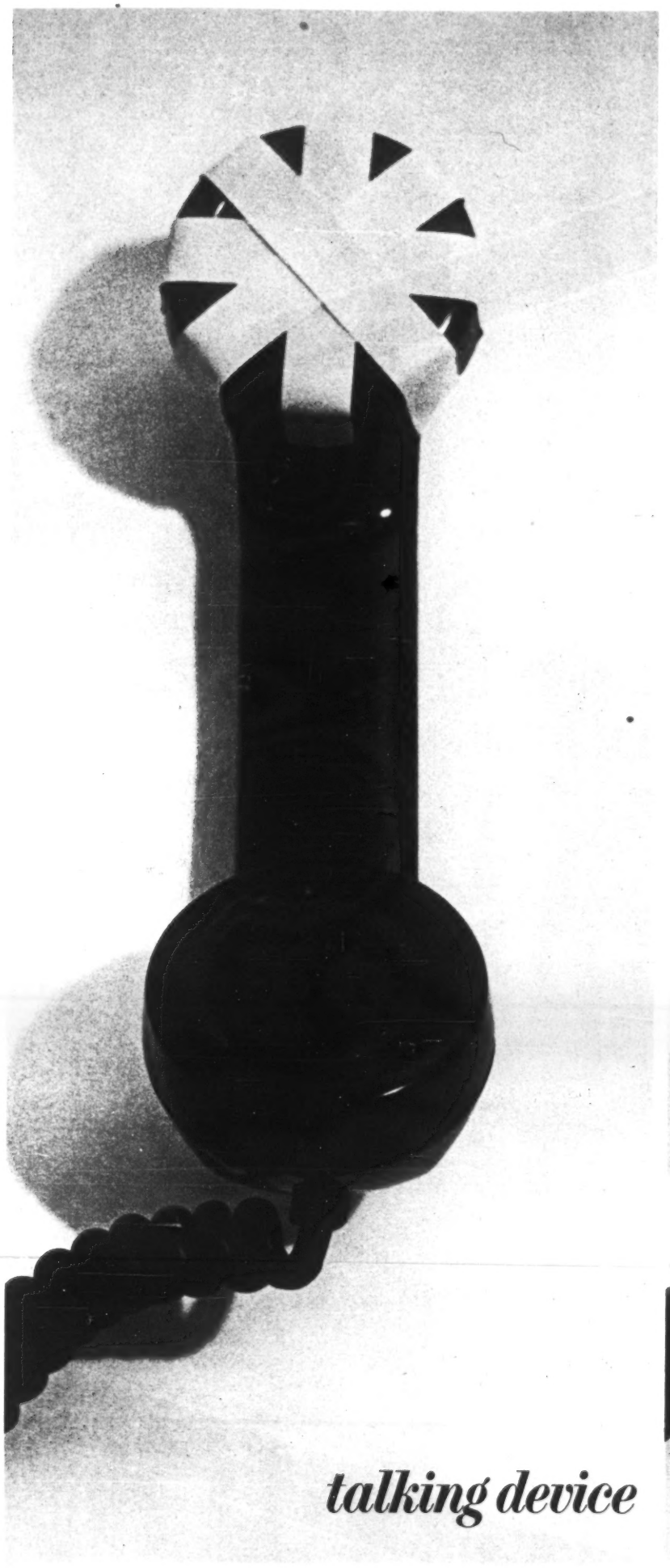
Have you checked the price of Campbell's Tomato Soup lately?

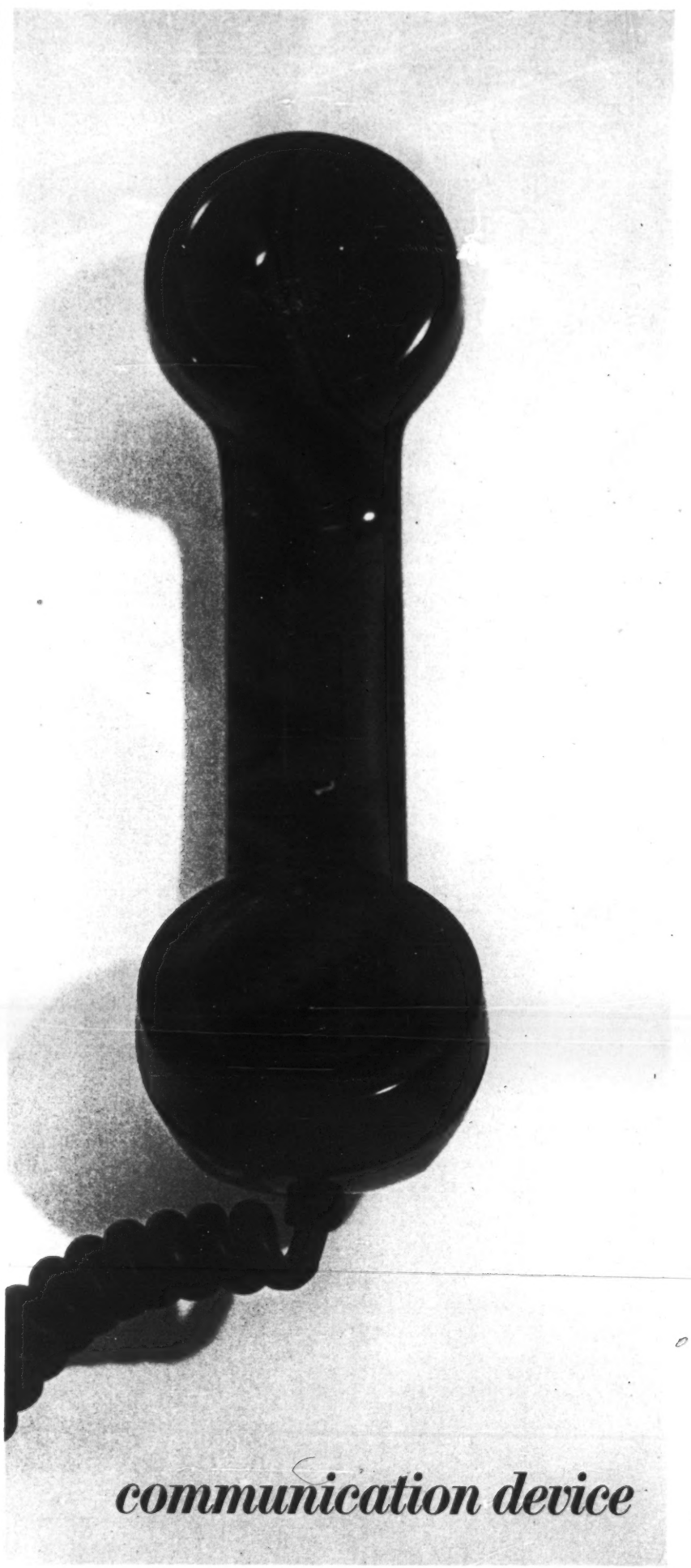
reader suspect the price is higher than it probably is. Personally, I wouldn't dream of writing an ad, retail or national, that didn't include price information. Why the new American compact cars don't state prices is more than I can understand. The foreign compacts do it, wisely.

The Campbell's soup color page, shown here, is a splendid ad based on price information; it is one of the best "image-builders" I have seen in a long time. Says the copy: "Anyone that goes to the store or pays the bills knows what's happened to prices over the years. That's why we thought you might be interested in this advertisement that ran for Campbell's Tomato Soup on July 2, 1921. It shows that the price was 12¢ a can . . . we think you'll be mildly amazed to find that this is just about the same price you pay today . . . same size can, of course." Ads like this are good for advertising. #

* * *

Mr. Woolf's articles are available in a handsomely-bound 383-page book for permanent reference. Price $5.95. Write Advertising Publications, 200 E. Illinois St., Chicago 11, Ill., for "Salesense in Advertising," available for five days' approval.





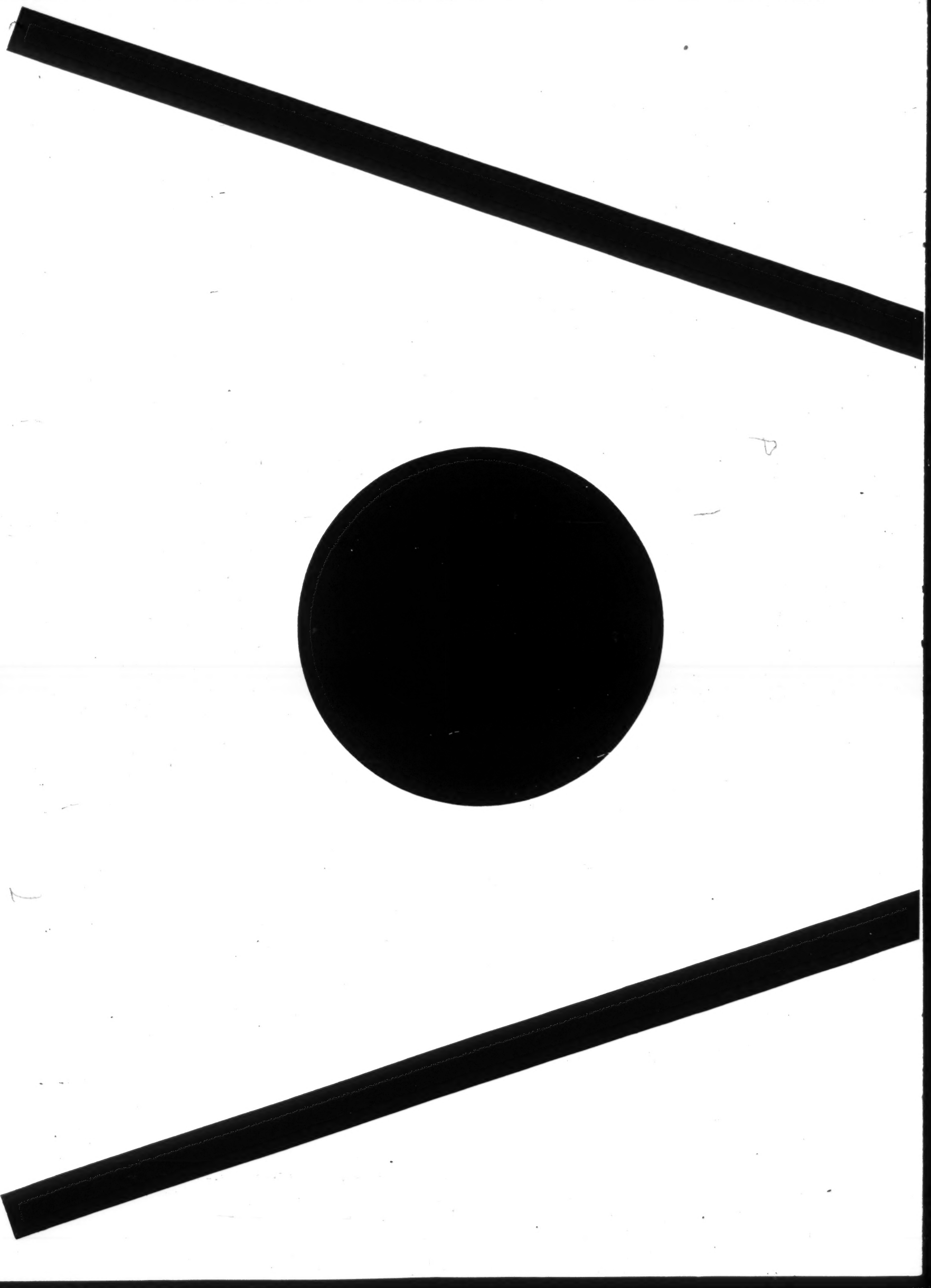
Imagine a telephone with a mouthpiece . . . but no earpiece. You can talk into it, but you can't hear the other guy. You don't know who he is . . . what he's doing . . . what he's thinking . . . what he wants. You don't even know for sure that he's there.

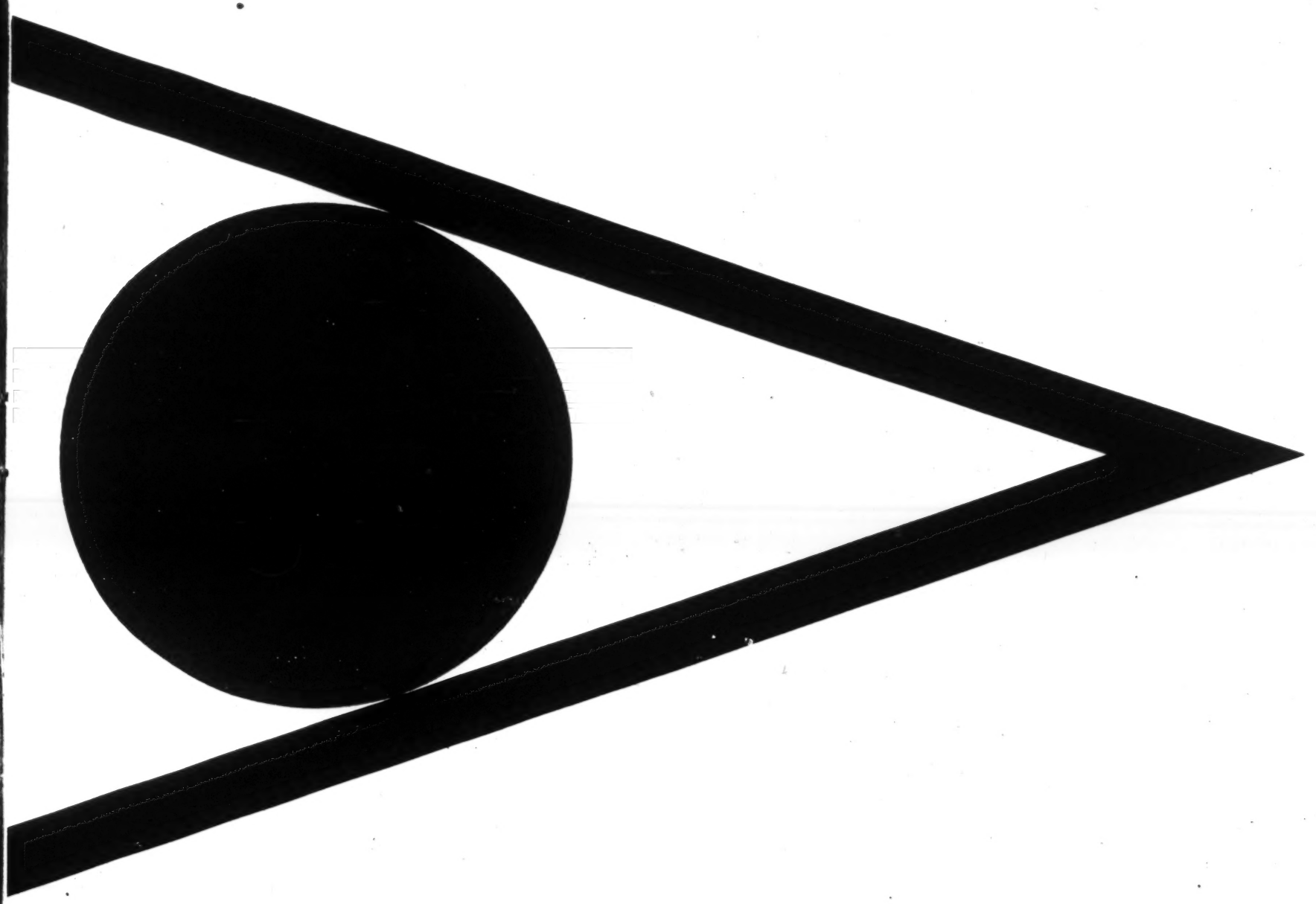
Now, imagine trying to sell him something.

The Personal Approach is a way of hearing from the *person* at the other end. It's a matter of keeping in touch with him . . . learning what he's up to . . . what he's thinking . . . what he's after . . . how he feels.

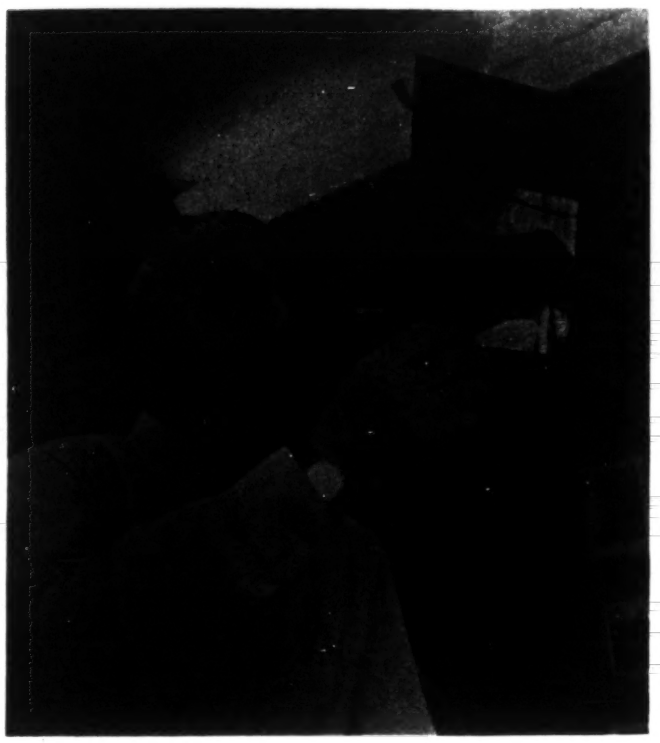
When you apply The Personal Approach to advertising, you find you're not doing all the talking. You can hear the reply from the other end. And, man, you're communicating.

McCANN-ERICKSON, INC. • THE PERSONAL APPROACH



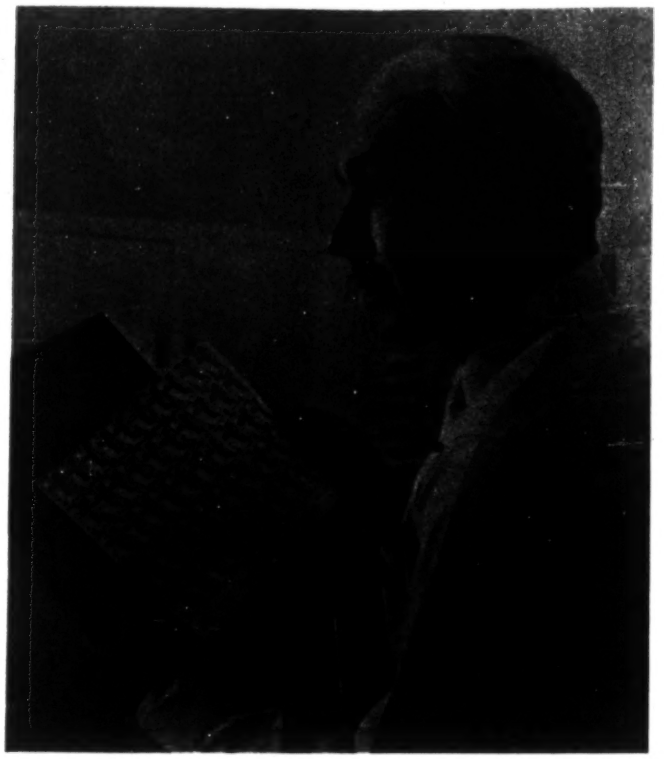


Both circles measure precisely the same. **But the one on the right has much greater impact. You will probably remember it long after you have turned the page. The difference, of course, is in the setting.** How about your advertising? **Does it appear in a setting that will give it the maximum impact? Is it working at full efficiency? Is it making the best possible impression for your company?** Ads in Fortune seem to get an extra push, **make their point a bit better. The advertising people who create ads know this and so do the people who keep tabs on how those ads perform. They tell us that** **FORTUNE** gets results.



ART MAN—*Mr. Coiner examines a product of N. W. Ayer & Son's art department.*

EXPERT—*Mr. Coiner offers helpful comment to a young artist with the agency.*



NEW FIELD—*Mr. Coiner looks proudly at his latest design contribution to Uncle Sam, a new commemorative stamp.*

Versatile Adman ... Charles Coiner

SCRUTINY—*Mr. Coiner at work at Ayer.*

One day several weeks ago Postmaster General Arthur Summerfield presented a sheet of new U. S. postage stamps, in an autographed leather folder, to Charles T. Coiner, vp and executive art director of N. W. Ayer & Son and designer of the stamp.

The commemorative honoring the 100th anniversary of the Boys' Clubs of America is the latest item in a long list of Mr. Coiner's public service design contributions.

With Ayer since 1924, Mr. Coiner started his volunteer work back in 1933, as a direct result of his advocacy of professional quality art in government. One day the Ayer pr office in Washington offered to help Hugh Johnson, head of the National Recovery Administration, design a fitting symbol for the effort. Flying to the capital the next day, Mr. Coiner sketched on a pad the eagle that was destined to become ubiquitous. The basic Coiner design was instantly accepted, and soon the largest printing order ever given by Uncle Sam was signed.

■ During World War II, Mr. Coiner helped Civil Defense and the Office of War Information by designing the familiar CD triangle in a circle as well as virtually every "Don't Talk" and "Up Production" poster used.

A naturalist, Mr. Coiner recently built a pond on his farm in Bucks County, Pa., as a watering place for wild ducks and geese. There, on weekends, his first love—fine painting—also comes to the fore. Insisting that this work is for his own pleasure, not for show, he has had only three one-man exhibitions in 20 years.

■ For 10 years Mr. Coiner has been chairman of the board of the Philadelphia Museum College of Art. Recently he resigned from that post to become chairman of the executive committee. He is also a trustee of the Philadelphia Museum of Art.

MEMORIES—*Mr. Coiner reviews his early contributions to the national effort, which stressed increased production during World War II (left) and economic recovery during the depression of the '30s (right).*

National Bakers Offers 'Lower Calorie' Bread in FTC Probe

CHICAGO, Dec. 13—National Bakers Services has completed presentation of its case in hearings before Loren Laughlin, hearing examiner for the Federal Trade Commission.

James Perkins, attorney for National Bakers Services, marketer and licensee of Hollywood bread, offered in evidence a laboratory report which showed that the caloric content of Hollywood bread is lower, per slice, than some other brands of bread. Mr. Laughlin will rule in the near future whether he will accept the report as evidence.

One of the principal claims in Hollywood bread advertising is that individual slices contain only 46 calories. The ads also claim that Hollywood bread is beneficial, even to persons on reducing diets.

The FTC has contended in its testimony that the Hollywood bread ads are misleading and that the bread is not different from other brands. The government has an opportunity to offer rebuttal testimony before Mr. Laughlin takes the case under advisement. A decision is not expected for several months.

■ The FTC filed a complaint against National Bakers Services in April, 1959. The FTC charged that ads for Hollywood bread represented that bread is a low calorie food and that the "consumption of said bread as a part of a diet will enable the consumer to lose weight or will prevent the consumer from gaining weight."

Charging that the ads were false and misleading, FTC said that "bread is not a low calorie food and the consumption of said bread as a part of a diet will not enable the consumer to lose weight and will not prevent the consumer from gaining weight."

Among the objectionable claims in the Hollywood bread ads cited by FTC was: "Adults who are watching their weight can watch their nutrition too, by including Hollywood special formula bread in their daily diet."

■ In its answer to the FTC complaint, National Bakers Services declared that all representations made in its ads "are and have been based on truth and fact and are not and have not been false and misleading in any respect."

National Bakers also said that advertising statements cited in the complaint are not "fully set forth or typical of representations contained in said advertisements." The company denied not only having made the claims but also that they are false.

The company stated that "it does not know and is unable to determine the intended meaning of the phrase 'low calorie food' as used throughout the complaint and that said phrase has no single or accepted meaning within the bread industry or, insofar as respondent is advised, within any food industry." #

Teamsters' Local Begins Push

Redwood City Local 655 of the Teamsters union has launched a year-long "soft sell" campaign to promote the Teamsters union on KNBC, San Francisco. One-minute commercials on a morning show are scheduled. The teamsters' local is paying about $100 per week for the commercials on a contract with the station that will run through next November.

Blaul Joins National Ad

Don Blaul, formerly a representative of Baltimore Business Forms, Pittsburgh, has been named account executive in the central district office in Detroit of National Advertising Co., a subsidiary of Minnesota Mining & Mfg. Co.

Ambro Lands Century Unit

Ambro Advertising Agency, Cedar Rapids, Ia., has been named to handle advertising for the heating and cooling division of Century Engineering Corp. Biddle Co., Bloomington, Ill., previously handled the account.

Five Telecasters Form Int'l Group to Make Documentaries

NEW YORK, Dec. 13—A unique international television venture was announced here last week.

Five telecasters in the major English-speaking nations—three of them non-commercial—have formed the International Television Federation (Intertel) to produce a series of 12 hour-long documentaries on important world topics.

Joined in the venture are Associated Rediffusion, British program contractor; Australian Broadcasting Commission; Canadian Broadcasting Corp.; Westinghouse Broadcasting Co.; and National Educational Television & Radio Center of the U.S.

The programs will be seen in the U.S. on the five Westinghouse tv stations and the 50 educational stations affiliated with NETRC. The series then will be made available to stations in other markets.

■ Donald H. McGannon, president of WBC, said efforts will be made to present the programs in prime time, and commercial sponsorship will be sought.

Intertel hopes to get a fresh viewpoint by having its national production units look mainly at problems involving other areas. Thus, the first program in the series, "France in Transition," expected to be available by next April, will be produced by Associated Rediffusion, the British company.

The Australians will take U.S.-Canadian relations, Canada will study Cuba, and a WBC-NETRC unit will have as its first production, "A Study of the United Kingdom."

Mr. McGannon called Intertel, "the first practical step, after years of talking and hoping, toward the creation and use of international television for cultural exchange and an effective weapon for peace." #

Marsh Stencil Names French: Agency Promotes Wilkins

Marsh Stencil Machine Co., Belleville, Ill., has appointed French Advertising, St. Louis, as its agency.

The agency has elected J. Benton Wilkins Jr., account executive, a vp.

M. F. Healy to Corn Products

Maurice F. Healy Jr., formerly merchandising manager of Personal Products Corp., has joined Corn Products Co., New York, as assistant to the senior vp, corporate development, a new position dealing with new products and acquisitions.

House Beautiful

CIRCULATION TO TOP 925,000 IN FIRST HALF, '61

RATE BASE JUMPS TO 850,000

RATES GUARANTEED THRU DECEMBER '61

CIRCULATION UP: House Beautiful's circulation shows solid, steady growth, 15 years of it, climaxed by an ABC average of 844,402 for the first half of 1960, a projected monthly average of 900,000* for the second half as well as a projected monthly average of 925,000** for the first six months of 1961.

RATE BASE UP AGAIN: Last September, just three months ago, we increased our rate base by 75,000 . . . from 725,000 to 800,000. But with our circulation growth showing such a healthy curve, we are again increasing our rate base . . . by *an additional* 50,000 . . . to 850,000.

RATES UNCHANGED: Despite the rises in rate base and in total circulation, rates announced for February '61 will continue for the entire year. This assures a lower cost per thousand for this most active class audience to advertisers,who place more advertising in House Beautiful than in any other national home magazine.

HOUSE BEAUTIFUL AD PAGE LEADERSHIP

Leads HOUSE & GARDEN	for the 18th consecutive year	in 1960 by 264 pages
Leads BETTER HOMES & GARDENS	for the 3rd consecutive year	in 1960 by 312 pages
Leads LIVING	for the 10th consecutive year	in 1960 by 466 pages
Leads AMERICAN HOME	for the 19th consecutive year	in 1960 by 788 pages

*PUBLISHER'S PROJECTION OF AVERAGE MONTHLY CIRCULATION, SECOND 6 MOS., 1960

**PUBLISHER'S PROJECTION OF AVERAGE MONTHLY CIRCULATION, FIRST 6 MOS. 1961

TESTING

Herbert Tareyton Cigarettes was tested in the Portland, Maine market, the ideal test city.

PORTLAND PRESS HERALD • EVENING EXPRESS AND SUNDAY TELEGRAM

100% coverage of city zone
94% coverage of ABC retail zones

1

ONE•SIX•TWO

That's the order in which Portland, Maine rates as a test market. . . . 1st in U. S. cities of 150,000 pop. 6th in U. S. cities regardless of population and 2nd in New England regardless of size of population.*

PORTLAND, MAINE NEWSPAPERS

* source Sales Management

represented by the Julius Mathews Special Agency, Inc.

Paul Werner, 57, Agency Exec, Figure in Jones Case, Dies

GARDEN CITY, N. Y., Dec. 13—Paul A. Werner, 57, a principal figure in the famous Duane Jones "account piracy" suit of 1951-'52, died in his sleep at his home here yesterday. Mr. Werner retired from Scheideler, Beck & Werner in 1955 because of poor health.

The onetime exec vp of Scheideler, Beck & Werner broke into the agency business at 23, when he joined Paris & Peart. He handled the A&P's Atlantic division there for several years. Then he moved to the old Erwin, Wasey & Co., where he was account executive on Camel cigarets.

Mr. Werner left Erwin, Wasey to put out the first popular king-size cigaret, setting up his own company to market Longs, which were made by American Tobacco Co. From 1942 to 1951 he worked at the Duane Jones Co. as a vp, director, plans board member and account supervisor on grocery products, including Heublein and International Salt.

■ In January, 1952, along with Joseph Scheideler, Joseph Beck and about 80 others formerly employed by the Jones Co., Mr. Werner formed Scheideler, Beck & Werner. The agency opened with nine clients, billing $5,500,000. In January, 1954, the New York court of appeals unanimously awarded Duane Jones the sum of $300,000, to be paid by eight former employes who were charged with unlawfully conspiring to ruin the Jones agency's business. Mr. Werner was among the eight.

Subsequently, Scheideler, Beck & Werner was trimmed to Scheideler & Beck; in October, 1956, the latter agency folded, and its officers moved to various other shops.

DEAN CORNWELL

NEW YORK, Dec. 13—Dean Cornwell, 68, prominent illustrator and muralist, died Dec. 5 at Roosevelt hospital, which he had entered the day before for observation.

Mr. Cornwell, who was commissioned a year ago to create a painting in the Johnnie Walker Black Label series for J. M. Mathes Inc., New York, began his career more than 40 years ago as an editorial artist on Chicago newspapers. A National Academy artist, he was known in some quarters as the dean of illustrators and muralists.

CHARLES R. SIBLEY

BOSTON, Dec. 13—Charles R. Sibley, 65, a 40-year veteran of Hearst Newspapers advertising department, died Nov. 30. Mr. Sibley joined the Hearst organization here as an advertising salesman for the old daily *Advertiser*, which later became the *Daily Record*. Previously he had been with the *Boston Herald-Traveler*. In 1929 he joined Arthur Rooney & Co., Boston agency, as production manager and a partner, and returned to the Hearst organization a year later.

JOHN A. SHEARER

HARRISBURG, PA., Dec. 13—John A. Shearer, 62, onetime general advertising director of the old *Harrisburg Telegraph*, died here Dec. 1. Mr. Shearer had been a display advertising salesman for the *Patriot-News* newspapers since 1953. He was a past president and a director of the Interstate Advertising Managers Assn. During World War II while with the *Telegraph*, he received a special citation from the U. S. Treasury Department for publishing the largest volume of war bond advertising of all newspapers.

HUGH R. BROWN

SANTA MONICA, Dec. 13—Hugh R. Brown, 61, retired publisher of the *Compton Daily News*, died Dec. 5 in Santa Monica Sanitarium. He became chief clerk of the U. S. Senate committee on interior and internal affairs in 1945.

WILLIAM D. TERRY

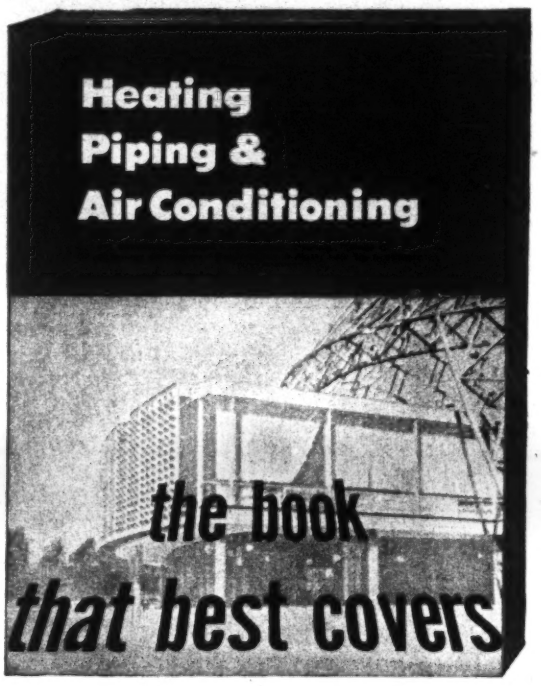
NEW YORK, Dec. 13—William D. Terry, 35, print buyer in Kudner Agency's media department, died Dec. 8 after a brief illness. He had been with Kudner since April. #

Newspapers to Merge

The *Crittenden County Times*, West Memphis, Ark., weekly, will merge with the *Evening Times*, West Memphis, as a single daily newspaper, on Jan. 1. Both newspapers are published by Crittenden Publishing Co.

Coutlee to MMN

Paul R. Coutlee, formerly with Hearst Advertising Service, has joined the San Francisco sales staff of Million Market Newspapers.



those who specify and buy in just the industrial-large building field

Why pay for what you don't need? HEATING, PIPING & AIR CONDITIONING confines itself to the services for which it is named as related specifically to the industrial-large building market.

As a result, its appeal is to each of the purchase-control factors . . . the consulting mechanical engineers, the mechanical contractors, and the engineers with plants and big buildings. **Don't leave important bases untouched.**

Concentrate in HPAC. Capitalize on the fully paid, voluntary circulation it gives you of the decision-makers . . . those who specify and those who buy . . . in your market. KEENEY PUBLISHING CO., 6 N. Michigan, Chicago 2, Illinois.

ABP

Editorial interest that's unbeatable!

Successful Farming has it—*self interest!*

No subscriber gets this magazine for entertainment, diversion, gossip or trivia—but because it contains information on methods, materials, machines. Information he must have and heed, to increase his production and income, to avoid mistakes, to cut losses, to plan better, to utilize best his farm plant, to hold his own in the agricultural revolution and the vicious squeeze between the prices he pays and the prices he gets.

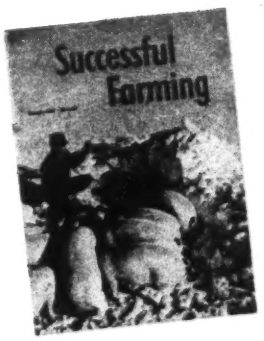
He not only reads Successful Farming, but studies it, files it, refers to it again and again. Every issue means *opportunity,* and money in the bank.

The farmer's wife also gets help from Successful Farming. Her home is at the factory. No publication for urban women is concerned with her kind of housekeeping—for larger families, who eat larger meals and more at home than urban families. She entertains more at home. She battles mud and snow. Soiled work clothes make up much of her laundry. There is no shopping center nearby, so she must plan ahead for her buying, with larger orders and inventories. She can and does use the recipes, kitchen plans, work savers, suggestions for furnishing, decorating, serving, entertaining—all scaled to farm living.

In fifty-eight years of helping the country's best farm families earn more and live better, Successful Farming has earned an influence unmatched by any other medium. Influence manifest in the magazine's longer life, higher readership and recall of advertising – and higher response! If you want your advertising to sell something, put it in Successful Farming!

SF farm families are well off, with average incomes about 70% above the national farm average; rank high in car and truck ownership; have built more than 65,000 new homes in the past three years!

For details, see any SF office.



Successful Farming . . . Des Moines, New York, Chicago, Atlanta, Boston, Cleveland, Detroit, Los Angeles, Minneapolis, Philadelphia, St. Louis, San Francisco.

Small Advertiser Can Profit in Market Too Small for Giants, Sheckman Says

They're More Flexible, Can Be Innovators, Says Pharmacraft President

NEW YORK, Dec. 13—Small-volume companies can provide innovative leadership and thus compete with the giants in their fields on more than a size basis.

They can cultivate smaller markets which large-volume concerns are not interested in. They can be mobile and flexible.

These were among the competitive assets described by Dr. Edward Sheckman, president of Pharmacraft Laboratories, in a keynote address to the Small Volume Forum of the Proprietary Assn. last week.

He cautioned small-volume operators not to be mere imitations of the giants, because "When we are, we can only fail. We cannot out-research, out-produce, out-advertise, out-staff or outspend the giant. After all, the mouse that roars is simply a psychotic mouse."

Discussing market selection, Dr. Sheckman continued: "I know of some large companies which would not enter a market unless it were national, non-seasonal, and capable of developing into a $1,000,000 business or more.

■ "I believe most of us could be very happy with several products delivering $500,000 each—whether in national distribution or not, whether seasonal or not. It does become inefficient for a larger company to bother with such smaller markets, but they can be highly desirable for us.

"Therefore the skill involved in developing these smaller, perhaps specialty markets, and developing them economically is a quality we must cultivate. Sometimes we surprise ourselves and our competitors when these markets turn out to be larger than expected."

To illustrate, Dr. Sheckman pointed to Clearasil in his own industry, an established leader in the teen age acne market before larger manufacturers started to compete, and to Smirnoff vodka in its market (Pharmacraft Laboratories is a Seagram division).

He said that 15 years ago, before Heublein began pioneering Smirnoff, vodka sold 10,000 cases annually. He cited unofficial statements giving vodka a 6,000,000-case sale this year, with Smirnoff holding 30% of this market, and some 2,500 other brands scrambling for the rest.

■ Discussing proprietary advertising, Dr. Sheckman said, "For many of us this area of our business is most frustrating, the most difficult to evaluate and control, and of the most significant insofar as the [profit] line is concerned."

Because of the low regard which the public has for proprietary advertising generally, he said, "It seems obvious that we should differentiate ourselves by doing advertising which is in better taste, simpler, less unbelievable, more direct, more ethical and more responsible in every sense.

"Although this is a simple enough objective, it seems remarkably difficult to accomplish. Every agency we interviewed seemed enthusiastic about the creative opportunities such a philosophy offers. Yet somewhere between the briefings and the presentations, all the enthusiasm, the fire, the originality were lost—if, indeed, they were ever there. Nine of eleven presentations were virtually undifferentiable, one from the other—or from so much of the drug advertising we had seen before.

■ "Only two agencies, in our opinion, had understood what we, the client, wanted, and demonstrated their ability to translate these notions into commercially sound advertising," the speaker said. #

Petry Appoints Four

Junius Zolp, formerly a member of the Chicago tv sales staff of Edward Petry & Co., radio-tv station representative, has been named manager of Petry's St. Louis office. Rollin P. Collins will move from the radio to the tv sales staff in Chicago to replace Mr. Zolp. Timothy John Canty, previously with Paul H. Raymer Co., has joined Petry's Chicago office as a radio account executive. Jack Stahle, previously general sales manager of KGO, San Francisco, has joined Petry's tv staff in San Francisco.

HONORED — *Hueston M. Smith, (left), St. Louis, president of the Consulting Engineers Council, which gave Minneapolis-Honeywell Regulator Co. its merit award for advertising, advancing the status of the profession, discusses the campaign with R. H. Jacobs, advertising coordinator of the M-H commercial division, who accepted the award.*

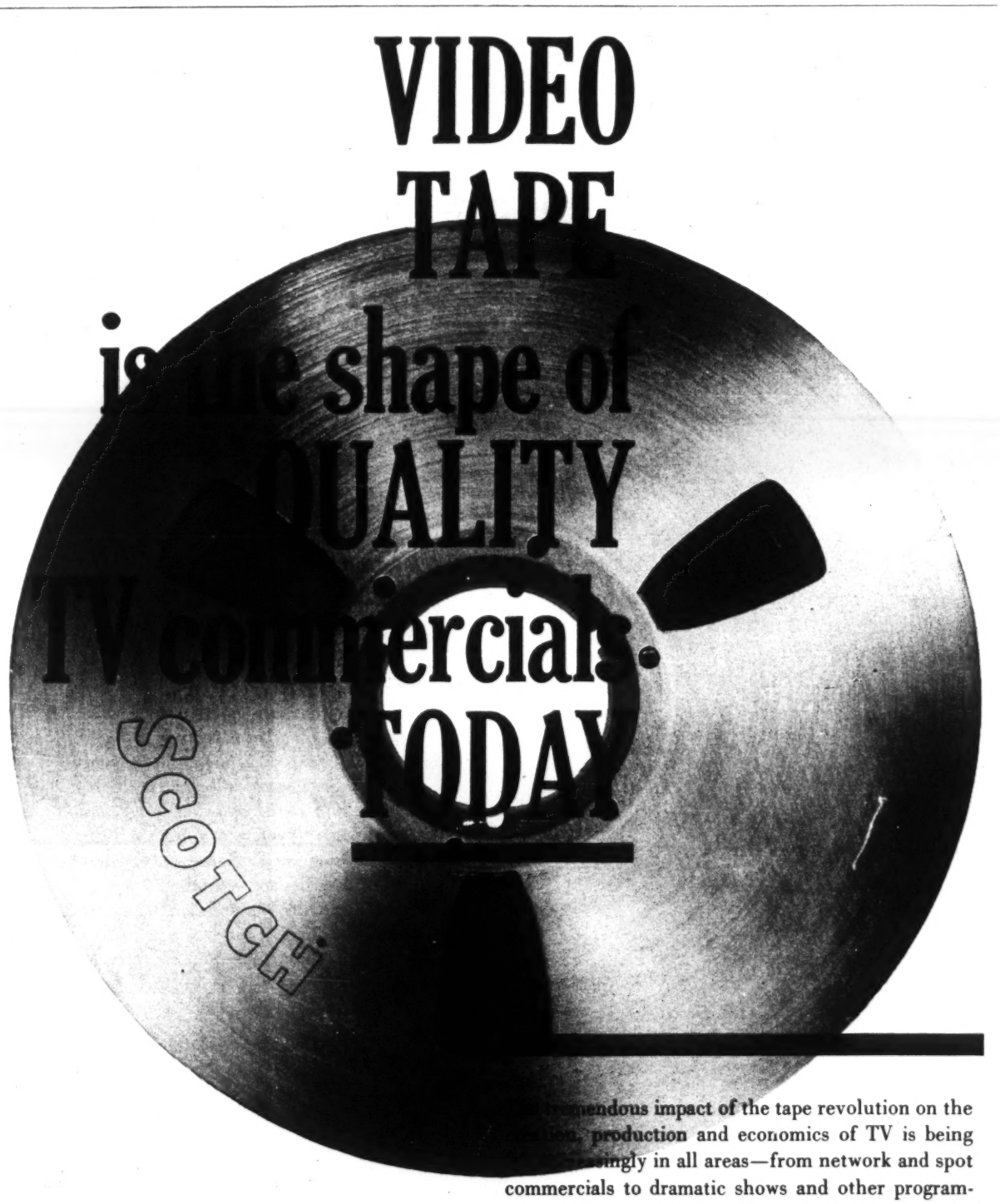
Howard Wolfe to Peter Paul

Howard D. Wolfe, formerly with Revere Co., has joined Peter Paul Inc., Naugatuck, Conn., as director of sales and advertising, a new position.

Too Busy to Keep Up With Your Reading?

Press Clippings can solve your problem if there simply aren't enough hours in the day to permit you to read the trade papers, magazines and newspapers you know you should. Many busy men have us spot and send them information on subjects of interest to them.

Burrelle's Est. 1888
PRESS CLIPPING BUREAU
165 Church St., New York 7, N. Y.
Phone BArclay 7-5371
...bia Rd. NW, Wash. 9, D.C.—CO 5-1757
...Pittsburgh 22, Pa. — COurt 1-5371
...on Blvd., Chicago 4, Ill.—WA 2-5371
...scent Heights Blvd., Los Angeles 46, ...alif.—Phone OLdfield 6-0304
...erations Office (Livingston, N. J.)
...RS • MAGAZINES • TRADE PAPERS



...tremendous impact of the tape revolution on the ... production and economics of TV is being ...ingly in all areas—from network and spot commercials to dramatic shows and other programming, at both national and local levels. Here, on the next page, are some of the pleasantly surprising things you can expect when you turn to tape to shoot your next commercials . . .

Streibert to Time Inc.

Theodore C. Streibert, formerly director of the U. S. Information Agency and more recently with International Basic Economy Corp., has joined the broadcasting division of Time Inc. as vp and general manager of television and radio station WTCN, Minneapolis. He succeeds Phil C. Hoffman, who resigned in September.

'Electro-Tech' Boosts Drake

Robert G. Drake, a member of the sales staff of *Electro-Technology* (formerly *Electrical Manufacturing*) for seven years, has been named sales manager of the Conover-Mast publication. He succeeds Phillip T. Heffernan, who has joined Ziff-Davis Publishing Co. as publishing director of three electronics magazines.

O'Bryan Opens Offices

Charles D. O'Bryan has opened his own agency, O'Bryan & Associates, with offices at 7033 Sunset Blvd., Hollywood. The agency will specialize exclusively in the Yellow Pages telephone directory advertising. Mr. O'Bryan was formerly sales supervisor of Pacific Telephone & Telegraph Co.

BRUCE L. NEWMAN *has joined Kudner Agency, New York, as a senior vp and member of the board. He was formerly with McCann-Erickson.*

Coming Conventions

*Indicates first listing in this column.

Dec. 28-30. American Marketing Assn., winter conference, Coronado Hotel, St. Louis.

Jan. 15-18, 1961. Newspaper Advertising Executives Assn., Edgewater Beach Hotel, Chicago.

*Jan. 20-22, 1961. Advertising Assn. of the West, midwinter conference, Pioneer Hotel, Tucson, Ariz.

Jan. 20-22, 1961. Retail Advertising Conference, 9th annual meeting, Palmer House, Chicago.

Jan. 26, 1961. Assn. of National Advertisers, Workshop on Advertising Evaluation, Plaza Hotel, New York.

*Jan. 27-29, 1961. Eastern Inter-City Conference of Women's Advertising Clubs, Warwick Hotel, Philadelphia.

Jan. 27-29, 1961. National Advertising Agency Network, eastern regional conference, Penn-Sheraton Hotel, Pittsburgh.

Feb. 1, 1961. Advertising Federation of America, midwinter conference, Statler Hilton Hotel, Washington, D. C.

Feb. 3-5, 1961. National Advertising Agency Network, midwestern regional conference, Sherman Hotel, Chicago.

*Feb. 8, 1961. Michigan Council, Four A's, Rackham Memorial Bldg., Detroit.

*Feb. 8, 1961. Magazine Publishers Assn., regional meeting, Drake Hotel, Chicago.

*Feb. 9-11, 1961. Mutual Advertising Agency Network, Canterbury Hotel, San Francisco.

Feb. 14-15, 1961. Assn. of National Advertisers, cooperative advertising workshop, Hotels Ambassador, Chicago.

Feb. 16, 1961. Business Publications Audit, annual meeting, Hotel Biltmore, N. Y.

Feb. 24-25, 1961. Newspaper Advertising Executives Assn. of the Carolinas, winter meeting, Hotel Francis Marion, Charleston, S. C.

*Feb. 26-28, 1961. Inland Daily Press Assn., winter meeting, Drake Hotel, Chicago.

*Feb. 27-28, 1961. New England Newspaper Advertising Executives Assn., winter meeting, Parker House, Boston.

March 2, 1961. Associated Business Publications, winter conference, Hotel Roosevelt, New York.

March 12-17, 1961. Associated Business Publications, management seminar, Arden House, Harriman, N. Y.

March 16-21, 1961. National Federation of Advertising Agencies, annual management conference, Sahara Hotel, Las Vegas, Nev.

March 26-30, 1961. National Business Publications, annual spring meeting, El Mirador, Palm Springs, Cal.

*April 6-7, 1961. Advertising Federation of America, 1st District Convention, Providence, R. I.

*April 7-8, 1961. Southwest Assn. of Advertising Agencies, annual convention, Marriott Motor Hotel, Dallas.

April 11, 1961. Premium Advertising Assn. of America conference, in conjunction with the National Premium Buyers Exposition, Navy Pier, Chicago.

*April 13-15, 1961. Advertising Federation of America, 4th District convention, Dupont Plaza Hotel, Miami, Fla.

*April 16-19, 1961. Association of National Advertisers, spring meeting, Hotel Sheraton Park, Washington, D. C.

April 17-20, 1961. International Advertising Assn., Waldorf-Astoria Hotel, New York.

*April 20-22, 1961. American Assn. of Advertising Agencies, annual meeting, The Greenbrier, White Sulphur Springs, W. Va.

April 21-22, 1961. Advertising Federation of America, 9th District convention, Savery Hotel, Des Moines, Ia.

April 24-27, 1961. American Newspaper Publishers Assn., Waldorf-Astoria Hotel, New York.

April 25-27, 1961. Sales Promotion Executives Assn., fourth annual conference, Benjamin Franklin Hotel, Philadelphia.

May 4-6, 1961. Western States Advertising Agencies Assn., 11th annual conference, Shelter Inn, San Diego, Cal.

May 4-6, 1961. Associated Business Publications, spring meeting, The Homestead, Hot Springs, Va.

May 14-17, 1961. National Sales Executives, annual convention, San Francisco.

May 21-24, 1961. National Newspaper Promotion Assn., annual convention, Waldorf-Astoria Hotel, New York.

May 25-28, 1961. Federation of Canadian Advertising and Sales Clubs, 14th annual conference, Ottawa, Ont.

May 28-30, 1961. Alpha Delta Sigma, professional advertising fraternity, national convention, University of Minnesota, Minneapolis-St. Paul.

May 28-31, 1961. Advertising Federation of America, 57th annual convention, Park Sheraton Hotel, Washington, D. C.

June 11-14, 1961. Assn. of Industrial Advertisers, annual conference and exposition, Statler Hilton, Boston.

June 19-21, 1961. American Marketing Assn., 44th annual conference, Ambassador Hotel, Los Angeles.

June 25-29, 1961. Advertising Assn. of the West, annual convention, Olympic Hotel, Seattle.

July 9-12, 1961. Newspaper Advertising Executives Assn., Statler Hilton Hotel, Detroit.

Oct. 6-9, 1961. Mail Advertising Service Assn., annual convention, Hotel Statler, New York.

Sherman Names Phibbs

Sherman Laboratories, Detroit, manufacturer of ethical drugs, has appointed Harry C. Phibbs Advertising Co., Chicago, to handle professional promotion of its line of specialties, effective Jan. 1. Sproul & Associates, New York (formerly Noyes & Sproul), previously handled the account.

Marble Joins Lunquist

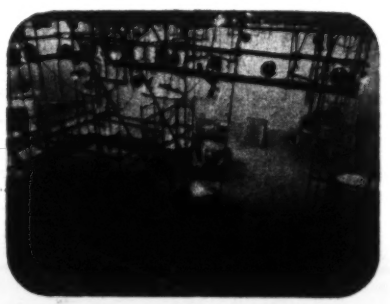
Dana Marble, formerly on the announcing staff of KTTV, Hollywood, Cal., has been named director of radio-tv of Lunquist-Blackmer & Associates, Thousand Oaks, Cal.

6 proved ways "SCOTCH" BRAND LIVE-ACTION VIDEO TAPE

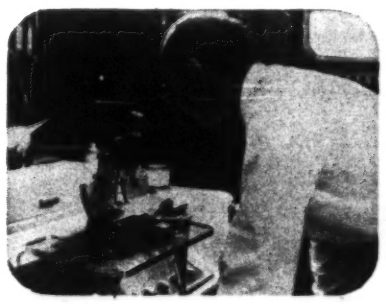
brings new quality and savings to your TV commercials!

The picture "lives" on "SCOTCH" BRAND Video Tape . . . says to the viewer, "It's happening right now!" The extraordinary visual presence of video tape, its real authenticity of sounds, provide a new dimension of believability to commercial or show.

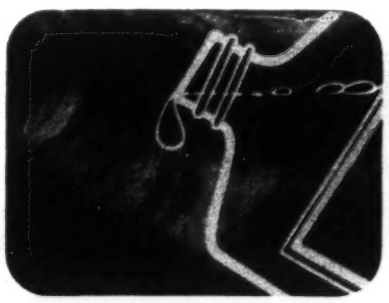
Immediate playback—in a matter of seconds—tells the producer, director, performers, camera crew whether this "take" is the one to keep, or whether a second will add worthwhile values of lighting, focus, pacing and delivery. No processing wait.



Tape saves days because of the uninterrupted work schedules it makes possible. You complete assignments in less time, then go on to the next without the distraction of unfinished business. It helps schedule talent, studios, crews efficiently.



Fast editing is a video tape feature. Its amazing flexibility lets you make last-minute changes. Sight or sound tracks can be erased and redone speedily. New scenes can be inserted and complete rearrangement of elements effected at the last moment.



Special effects machines used in video tape recording make possible an unlimited selection of effects. Wipes, match dissolves, pixie and giant people, combination of animated cartoons and live-action people, zooms, supers—video tape does them all.

Speeds up approvals. Client approval of commercials can be had the same day taping is made! When tape is the medium, the men who make the client's decision can be on the scene to give their approval when enthusiasm is high. No processing delay!

"SCOTCH" BRAND Video Tape has ushered in a new TV age! Along with audible range and instrumentation tapes, it was originated and pioneered by 3M. And it is through continuing and pioneering research that 3M is known and recognized as world leader in the development, manufacture and distribution of quality magnetic tapes.

Send for: "The Show Is on Video Tape," a new booklet of case studies on the taping of network commercials, drama programs, and local "spectaculars." Enclose 25¢ in coin to cover mailing and handling costs. Write 3M Co., Box 3500, St. Paul 6, Minnesota.

"SCOTCH" and the plaid design are reg. T.M.'s of 3M Co., St. Paul 6, Minn. Export: 99 Park Ave., New York. Canada: London, Ontario. © 1960 3M Co.

MINNESOTA MINING AND MANUFACTURING COMPANY
...WHERE RESEARCH IS THE KEY TO TOMORROW
3M

Are you overlooking a $3 Billion Industry

Boxboard CONTAINERS

Boxboard packaging sales topped $3 billion last year. Why not investigate this rich industrial market. For the "who buys what and how" contact

Boxboard CONTAINERS
A Magazine Publication
Chicago 6 N. Michigan Ave. CE 6-3690
New York 369 Lexington Ave. MU 3-8432

This advertisement (or versions of it) is scheduled to appear in NEW YORKER, December 24; SATURDAY EVENING POST, December 24-31; BUSINESS WEEK, December 31; NEWSWEEK, January 2; LOOK, January 3; TIME, January 6; READERS DIGEST, a February issue.

Under the banner of The Advertising Council

The seeds of hope are sown by many hands

"We cannot live only for ourselves. A thousand fibers connect us with our fellow-men; and along those sympathetic threads, our actions run as causes, and they come back to us as effects."
—Melville

Take a look at the facing page.

What you see are some fairly familiar symbols of some pretty important public service causes—notices that catch your eye almost every time you stop, look, or listen these days.

What you won't see though is the effect these campaigns have had on a lot of people.

Start with the heads of business firms who contributed the money, advice and advertising support needed to make this work of The Advertising Council possible. Add to these the volunteers in advertising agencies whose gifts of time and talent brought these messages to life.

Their creative efforts in turn inspired still other people who run our magazines and newspapers, radio and TV stations, outdoor and transit advertising companies to contribute $181,900,000 worth of free space and time during the past twelve months alone to bring these meaningful messages home to you.

These seeds were sown in fertile ground—the hearts and minds of the free people of this country.

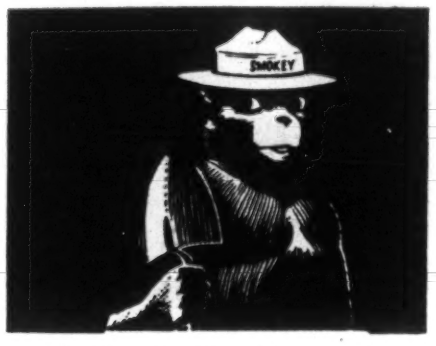
Only a few of these causes called for money. None of them had an axe to grind. Created in an atmosphere of voluntary cooperation, they inspired confidence in individual action. And they won your support.

As a result, ours is a stronger country, a freer country, a safer country.

Thanks to your response, classrooms grew where there had been none before. More kids went to college. Untold forest fires went unlit, and many people riding the highways owe their lives to the safety program.

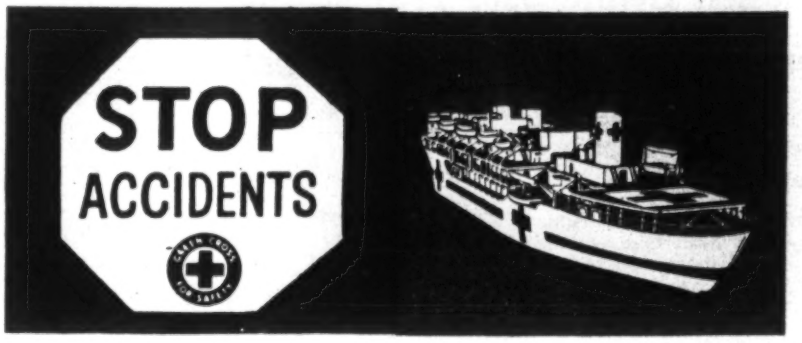
You saved your money through buying Savings Bonds, and strengthened the cause of freedom through getting out the vote and sending aid abroad.

For these reasons business, advertising and media—as the private voice of public conscience—believe in furthering these public service causes through The Advertising Council.



FOREST FIRE PREVENTION

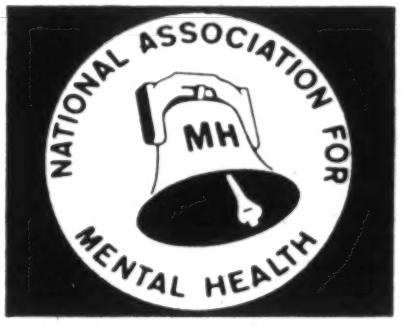
UNITED COMMUNITY CAMPAIGNS



STOP ACCIDENTS

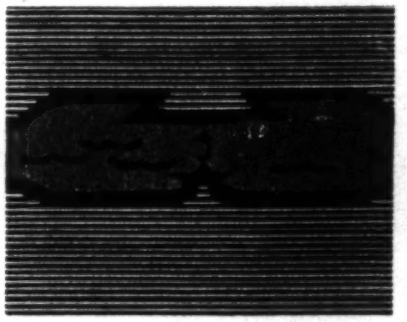
HOPE

BETTER SCHOOLS

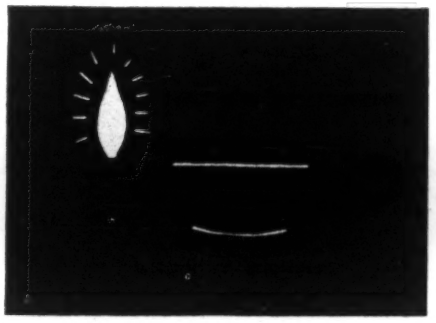


MENTAL HEALTH

CONTRIBUTE—WORK—VOTE



RELIGIOUS OVERSEAS AID



AID TO HIGHER EDUCATION

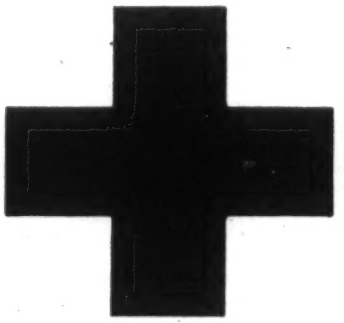
STAMP OUT PARALYTIC POLIO

CONFIDENCE IN A GROWING AMERICA

RADIO FREE EUROPE FUND

RELIGION IN AMERICAN LIFE

1960 CENSUS



RED CROSS

UNITED NATIONS

U. S. SAVINGS BONDS

THE ADVERTISING COUNCIL

...for public service

ADVERTISING COUNCIL · PUBLIC SERVICE ·

If you would like to know more about this work, this magazine suggests you write to The Advertising Council for a free booklet, 25 West 45th Street, New York 36, New York.

The space for this message is donated by this publication in cooperation with The Advertising Council.

Accent on Youth in Ad Business Is Accelerated, Accentuated . . .

Campbell-Ewald Uses Trainee Course Special Test to Get Best of Hopefuls

Murray, Copy Director Once Rejected by 50 Shops, Praises Plan

DETROIT, Dec. 14—The "shameful, wasteful" wall that separates from agency jobs thousands of highly creative but inexperienced young men and women—"people who, in a few months, could be producing great ads"—has come down in at least one place, Campbell-Ewald Co., according to Thomas D. Murray, its copy director.

Campbell-Ewald has demolished the usual barricade confronting inexperienced job applicants by operating:

1. A special "intern" program with several Michigan universities, under which, for the last four years, five or six art interns and the same number of copy interns have spent a summer in the agency, "working on advertising problems and making ads."

2. A regular training program for people who come to the agency "fresh from college, from the service, from high school or from a dishwashing job in a nearby dog wagon." Those who qualify are assigned to regular copy (or art) groups and work fulltime as juniors on a group of accounts.

Both programs have produced highly encouraging results, adding "some very talented young people" to the agency's ranks, according to Mr. Murray, who remembers well from his own experience how tough it is for inexperienced hopefuls to get agency jobs.

Describing himself as a formerly "discouraged young man who had been turned down by 50 agencies," the Campbell-Ewald copy executive recounted how he had spent his entire wartime service savings making the rounds of New York agencies and hearing the same story: "No experience, no job."

■ "What happened? I went to work for an airline, then an appliance manufacturer and ended up spending eight and a half years on the fringes of advertising when I could have been a lot more productive, and a lot happier, in an agency," he said.

Mr. Murray is convinced that good adman material is readily available, even from unlikely sources. He told about "one young boy who had just started college but wanted to quit and go into advertising." After he had demonstrated his creative ability through a test devised by the agency, "he was hired on the spot. And within five months he had written a national campaign that is now in its second year in all major media." A trainee just out of service, Mr. Murray said, within three months had won a special award from the Art Directors Club of Detroit and the Detroit Copy Club for a bank ad.

■ How does Campbell-Ewald solve the problem of selection?

"This problem prompts many agencies to make their selections from college graduates only. Why? Because it is easier to look at college themes and term papers than it is to look at nothing. And *nothing* is what most high school graduates and dishwashers have to show when they come knocking on the agency door.

"At Campbell-Ewald, we tried various approaches: We asked the applicant to tear good ads out of magazines and comment on them. We asked him to write us a long letter. But we weren't satisfied that we were really getting a good idea of the guy's ad-making ability.

"Finally, we devised a combination visualization, idea and copy exercise and tried it out on the next few applicants. The results have been so gratifying and so productive of good people, that we are really enthusiastic about it," Mr. Murray said.

The five-problem test first describes the ad-making process, as Campbell-Ewald sees it:

■ "You don't start with a picture. And you don't start with words. You start with a problem. You start with a product—which may or may not have certain competitive advantages—on the one hand, and millions of people on the other. And then you sit down and you think and you come up with an idea. You decide what to say, or what to show, or what to say *and* show about the product to the people that will make the people want to buy the product. And you decide *how* to say and/or show it so that your particular ad stands out in a sea of surrounding ads."

Anticipating the applicant's questions, the instructions continue: "Does the copywriter do this deciding and thinking? Or does the art director? Well, that depends on who the copywriter and art director are. Somebody—be he copywriter or art director—has to take the idea initiative and do a bit of thinking for both. Because the best advertising is based on ideas big enough to embrace both copy and art.

■ "That's why you—whether you're a copy applicant or an art applicant—are being asked to take the following creative exercise. As a copywriter, you will be called upon to think in terms of total advertisement—'picture part' included. And, as an art director, you will be called upon to think in terms of total advertisement—'word part' included."

The applicants are assured, however, that the test is not intended to seek out a copy man's hidden drawing talents or an artist's writing ability. "You may simply describe a picture idea in words, or indicate without actually writing it, what you think a headline should say," they are told.

The problems are:

"1. Your client is an association of men's hat makers. This association has decided to promote the wearing of hats (with an eye to selling more hats) in certain cities where many white-collar men go bareheaded to work, even in winter. You have been asked to come up with an idea for a full-page newspaper ad that will sell the idea that a hat is not only nice, but necessary. The client doesn't want to see complete copy—only one or two picture ideas and/or some headline suggestions.

"2. Your client makes bandages. He would like to run a series of advertisements in magazines that will sell the importance of having bandages on hand in the home. In the client's own words, "The best time to buy bandages is before you need them." He will settle for this as a continuing headline (unless you can think of a better one), but would like to know what kind of pictures you think he might use with it. Photographs? Cartoons? What would they show?

"3. Your client, Troubador Records, has just recorded 20 works—ranging from violin concertos to Broadway musicals—with the solo instruments or voices missing. Troubador would like to run a two-page ad in the major magazines, announcing these new records and selling the basic idea behind them: That buyers can play or sing (in the privacy of their homes) with great orchestras and artists accompanying them. The 20 albums will be pictured and briefly described down at the bottom of the ad, but the bulk of the ad is your baby. What would you do with it?

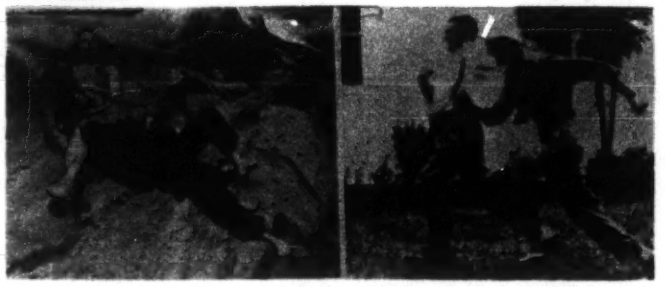
"4. The attached pictures might make very interesting ads, if they only had something to sell. What kind of products, product advantages or client services could these pictures sell? What would the headlines say?

"5. Describe, indicate roughly, or find pictures that would make good record jackets for (a) 'Sounds of the City,' and (2) 'Songs for Summer'."

According to Mr. Murray, the talented young men cited above were uncovered by this "creative exercise."

"The frame of mind with which our truly creative applicants embrace it, indicates to us that it is a good creative test. They call it a 'fun' thing, which is important. If it is not a 'fun' test, and if they tend to resent the type of questions it asks or problems it poses, then we know we will not get answers that are really representative of their ability," Mr. Murray said.

■ He expressed his satisfaction that writers like James D. Woolf, ADVERTISING AGE columnist, encourage young people "to keep beating at the door of advertising."



IDEA TEST—*These pictures, used in Problem 4 of Campbell-Ewald Co.'s creativity exercise, cry out for "products, product advantages or client services" they could sell.*

Sealy Boosts Haas to Marketing Director

Sealy Inc., Chicago, bedding manufacturer, has promoted Howard Haas to marketing director, a new position. Mr. Haas formerly was national sales manager, a position that will not be filled.

Howard Haas

In his new post, Mr. Haas will supervise the Sealy program for total market penetration, in addition to supervising the company's advertising, public relations, marketing research, sales promotion and sales training activities and executives.

American, Alpha Beta Merge

American Stores Co. will become the first merchandising or industrial company in Philadelphia to top the $1 billion mark in sales when it merges with Alpha Beta Food Markets Jan. 3. American presently operates about 795 stores; Alpha Beta operates 49 markets.

Four Jobs for Every Ad Graduate, Prof. Haight Finds

EAST LANSING, Dec. 14—Contrary to general belief that college graduates who have specialized in advertising encounter some difficulty obtaining jobs, the ratio of graduates to jobs open is about one-to-four at one institution. This is Michigan State University, whose placement officer for the department of advertising and school of journalism, Prof. William Haight, has just issued a report for the last three years.

For the year of 1960, of which reports for 11 months were completed, Prof. Haight said 22 seniors in advertising available had 85 job opportunities, including interviews, which is a ratio of 3.9 jobs for each student. He said 17 graduates of 1959 had a total of 73 job chances, or 4.3 per student, and in 1958 the ratio was 3.9, for 16 student graduates.

■ "An increasing number of young people finishing the advertising course, rather than a decline in demand, accounts for the slightly lower ratio in the present year," said Prof. Haight. "The number of career opportunities available to seniors graduating from the school of journalism and department of advertising has nearly doubled in the past three years, while graduating classes have remained fairly constant in numbers."

Taking the entire group, journalism and advertising, the university counted 29 students in 1960, with a total of 207 jobs offered, for a ratio of 7.1. This had risen since 1958, when 38 graduates had 129 jobs available, for a ratio of only 3.4. The tabulation was based on journalism and advertising seniors actually available for employment, after deducting those seniors going into service, those married (women), those entering family businesses, taking post graduate studies or otherwise being restricted from competing in the normal job market.

■ A result of the increasing favorable supply-and-demand situation for students in these two groups has been a marked increase in the average starting salary figure, Prof. Haight's report states, with those in the journalism category ranging somewhat higher.

The annual starting rate of pay for 1960 graduates in journalism is reported as $5,560 yearly, for advertising graduates, $4,931. The male average for both groups was $5,107. Female graduates in both groups had a $3,730 yearly average starting salary. The advertising average was higher than journalism: $3,897 to $3,480. The average salary for all advertising graduates, male and female, was $4,671, while in the journalism group the average was $4,804.

"The seemingly great disparity in salaries for men as opposed to women is not primarily due to prejudice against the latter," said the report, "but reflects the fact that most women college graduates do not seriously seek the best-paying jobs in their professional fields but limit themselves to jobs in the particular towns where their fathers, husbands or fiances are established. Furthermore at least half of the women do not take jobs in their own field at all. The figures are more indicative of clerical wages they are earning than salaries actually paid in journalism or advertising for starting college graduates.

"Among men," the report continued, "many of those who accept salaries lower than the average do so for special reasons, such as to get a job with the greater opportunity to learn, not the highest paid job in terms of immediate income. Others have to take positions that are temporary, pending call to military service. Still others face a family situation that restricts them to a limited geographical area where they must pass up a higher income available in some other city."

■ Jobs graduates have started in in advertising include the following:

- Advertising copywriters in advertising agencies; industrial, commercial and retail companies; daily newspapers; mail order houses; and with radio and tv stations.
- Advertising sales, usually involving copywriting and service as well as sales functions, for daily and weekly newspapers, magazines and trade publications, and radio-tv stations.
- Sales promotion, where openings lead to work with industrial, commercial and retail companies, daily newspapers and radio-tv stations.
- Layout and production in the graphic arts field, for industrial, commercial and retail companies. #

200 Harvard MBAs Seek Small Business Career Opportunities

BOSTON, Dec. 14—Eager to start making real business policy decisions and preferring the opportunities for personal growth in smaller companies to "security" in large corporations, more than 200 prospective graduates of the Harvard business school are reversing the standard procedure of interviewing for jobs.

■ Instead of waiting on the campus for recruiters from the "right boss," they are sending their own elected representatives to sell them to smaller businesses as employes.

About one-third of the school's 1961 graduates have joined the 1961 Student Small Business Program, paying $25 each to help defray the expenses of their representatives, each of whom will carry the story of about 30 students to the areas in which they are interested.

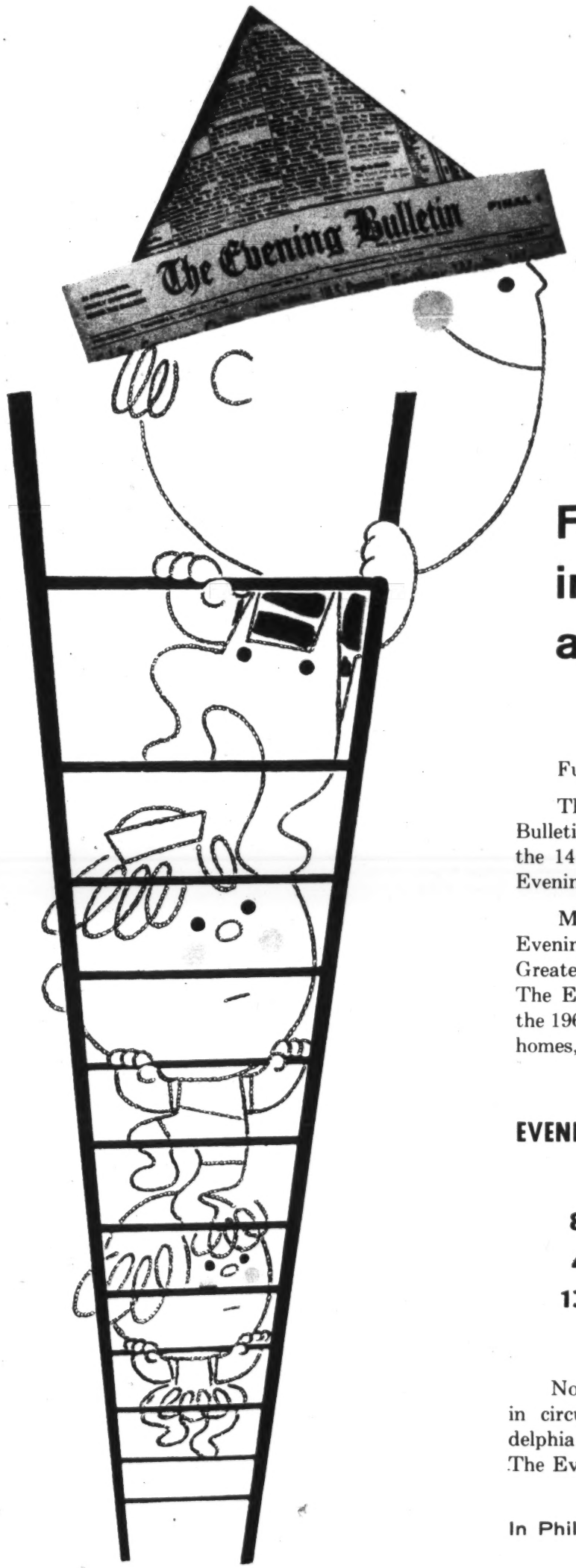
The program, now in its third year, does not limit itself narrowly to small business. What the students want is employment in companies in which "any member of management will come into frequent contact with the entire management team," according to a representative.

■ "We also want to be able to derive a sense of participation in the over-all company operations," he said.

During the past two years, the program sponsored by the Student Assn. and endorsed by faculty, has helped more than 60 graduates to jobs which enabled them to perform important functions and make broad policy decisions at an early date. #

KYW Moves Offices

KYW and KYW-TV, Cleveland, have moved to new quarters at 1403 E. 6th St.



Follow the LEADER in Philadelphia and its suburbs

Fundamentals first. Look at the A.B.C.

The 1959 A.B.C. Audit Reports show that The Evening Bulletin leads The Morning Inquirer by 145,637 circulation in the 14 county Greater Philadelphia Market . . . and The Evening Bulletin leads both in the city and in the suburbs.

More men . . . more women . . . more adults read The Evening Bulletin than The Morning Inquirer throughout Greater Philadelphia . . . both in the city and in the suburbs. The Evening Bulletin's male adult readership, reported in the 1960 National Analysts, Inc. study of adults in telephone homes, is 322,000 in the city and 338,000 in the suburbs.

EVENING BULLETIN LEAD OVER MORNING INQUIRER AMONG MEN READERS

84,000 or **35% MORE** in the City

46,000 or **16% MORE** in the Suburbs

130,000 or **25% MORE** in Greater Philadelphia

No matter how you look at it, The Evening Bulletin leads in circulation and readership throughout Greater Philadelphia. Follow the leader in Philadelphia and its suburbs—The Evening Bulletin.

In Philadelphia Nearly Everybody Reads The Bulletin

The Evening Bulletin Leads in Circulation *and* Readership ... in Philadelphia *and* in Suburban Philadelphia

A MEMBER OF MILLION MARKET NEWSPAPERS, INC.

Advertising Offices: New York • Chicago • Detroit • San Francisco • Los Angeles

Suburban Philadelphia: 13 counties beyond the city in the 14-county Greater Philadelphia A.B.C. City and Trading Zone

Along the Media Path

Materials in Design Engineering has published a 24-page booklet which defines and identifies the basic markets for engineering materials, forms and finishes. Copies of the booklet are available from William P. Winsor, publisher, *Materials in Design Engineering*, Reinhold Publishing Corp., 430 Park Ave., New York 22.

• A three-month audience promotion program, spearheaded by the use of 300 seven-sheet boards, and supplemented by 24-sheets and tv spot announcements, has been launched by **KGBS**, Los Angeles.

• More than 27,000 entries were received in a contest, sponsored by **WIIC**, Pittsburgh, to name its new symbol. Winning name for the new symbol, a dignified little man dressed in a colonial-type suit with cocked hat and buckle shoes, was "Mr. Furston Teevee."

• A pink jeep and polka dot sailboat are the combination first prize in a contest, open to all grocers, sponsored by the **Reader's Digest** and Del Monte Foods to promote Del Monte's five fruit juice drinks.

• The **Philadelphia Sunday Bulletin** was awarded first prize in the 1960 "This Week Magazine Sampling Contest." Runners-up in the contest were the *Denver Post*, second prize; *Salt Lake Tribune*, third prize; and the *Providence Sunday Journal*, fourth prize.

• A two-day legislative roads committee hearing was televised live in its entirety by **WTVT**, Tampa-St. Petersburg.

• Tv columnists recently received a Teleidoscope with an attached message reading, "Be on the lookout for holiday programs on **KPIX** Channel 5, CBS for the Bay Area." The station describes the Teleidoscope as the latest technological advancement over the kaleidoscope. It multiplies the colors and designs of whatever is being viewed.

• **Stanley Publishing Co.** has purchased a 1919 Stanley Steamer touring car—one of the original Stanley Steamers in good running order—for company use for promotional purposes at trade shows, conventions, etc. The car will be on display in the company's booth at the International Automotive Service Industry Show in Los Angeles in February.

• The **Chicago Sun-Times** and **Daily News** recently published the largest advertising section ever placed by a Chicago retailer. The gift guide which contained 24 standard-size newspaper pages with full color on the first page, was run by Walgreen Drug Stores. The section ran folded in the Dec. 4 issue of the tabloid *Sun-Times* and the Dec. 7 issue of the *Daily News*.

• Harveys Department Store, Nashville's largest store, ran 64 pages of advertising in the Dec. 4 issue of the **Nashville Tennessean Sunday Magazine.** In the past, Harveys has distributed a Christmas catalog.

• **Materials in Design Engineering** is offering a total of $1500 in prizes in its fifth annual Awards Competition for the best use of engineering materials, forms and finishes. Entries in the competition must be mailed by Feb. 1, 1961.

• "Tell All . . . Retold," a 1960 version of a business paper advertising service piece first produced by the **Associated Business Publications** in 1940, is now being distributed to member publishers and advertising personnel. The booklet reproduces highlights of the original "Tell All . . . a Practical Guide to Successful Business Paper Advertising." Copies are available from Associated Business Publications, 205 E. 42nd St., New York 17.

• The **Reader's Digest** will offer a $500 scholarship for advanced study to a June, 1961, high school graduate who plans a career in retailing. The scholarship will be awarded to the student in the community who provides strongest support for National Retail Merchants Week, Jan. 30 through Feb. 4. Entries will consist of publicity materials, newspaper clippings, photographs and other material describing activities during the week. Individual recipient of the scholarship will be selected by a procedure to be announced later.

TIGER AT THE WHITE HOUSE—*President Dwight D. Eisenhower and John Kluge (center), president of Metropolitan Broadcasting Co., look on as trainer gets set to toss a piece of meat to white tiger, which Mr. Kluge presented to President Eisenhower as a gift to the National Zoo. Mark Evans, vp for public affairs for WTTG-TV, metropolitan's Washington station, is at right.*

• On-the-spot reports on the agricultural situation in the fall of 1960 and the outlook for 1961 appear in the latest issue of "What's Ahead in Farming," published semi-annually by **Farm Journal.** It includes reports made by departmental and field editors at a recent staff conference. Copies may be obtained from the Editorial Relations Dept., Farm Journal Inc., Washington Sq., Philadelphia.

MERRY CHRISTMAS—*The Burlington Free Press, Burlington, Vt., uses an illuminated four-story Santa Claus to express holiday greetings and remind children to mail their letters to Santa Claus in the giant mail box located inside.*

• The **TV Guide** Christmas choir will sing carols for nearly 1,000 senior citizens in nine Philadelphia and suburban nursing homes and homes for the aged in advance of the holiday. This is the second year the magazine has sponsored a Christmas choir.

• "Looking into Department Stores," a report containing 1961 general business forecasts with comparisons, and capital expenditure breakdowns, has been published by and is available from the **Merchants Trade Journal**, P.O. Box 1315, Des Moines.

• The **Washington Post** will publish a special government business preview section on Jan. 8. Articles will discuss the economic issues facing the new administration and charts will cover industrial business and financial fields.

• The **Boston Globe**, will sponsor a no-commercial 17-hour seasonal music program on Christmas day on WCRB, Boston, for the second consecutive year. The only identification of the sponsoring newspaper will be a name mention on legal station breaks.

• **Department of New Laurels:**

House & Home carried 2,075 advertising pages in 1960, a 12.2% gain over the previous year.

During 1960 **Scientific American** carried 1,474 pages of advertising and had a record advertising income of $4,667,000.

Coronet ran 665 pages of advertising in 1960, a 12% increase over 1959.

Baby Care Manual had advertising revenue of $543,173 in 1960, a 13.9% gain over 1959.

Boys' Life carried a record 233,427 lines of advertising in 1960.

The Saturday Evening Post reports advertising revenue of $105,004,626 in 1960, a gain of $7,390,184 over the previous year.

Advertising revenue for **Cavalier** for 1960 came to $207,698, compared with $152,381 in 1959. #

'McCall's' Names Three

McCall Corp., New York, has transferred Adrian P. Becker from associate merchandising manager of *Redbook* to the new post of grocery field promotions manager of *McCall's*. McCall Corp. also has transferred Jerry J. Mulvihill, formerly promotion manager of *McCall's*, to the New York sales staff and has named Harold W. Shriber, formerly with Vision Inc., public relations manager. Mr. Shriber succeeds Ned McDavid, who resigned to join Leo Burnett Co.

Group Adopts 7-Point Ad Code

The Southwest Assn. of Advertising Agencies, Dallas, has adopted and reaffirmed a seven-point program which will provide the theme for the association's annual convention to be held in Dallas in April. The program calls for good taste, raising standards and improving the quality and effectiveness of advertising. For emphasis, plaques displaying the seven-point program will be sent to association members.

Pepsi on ABC Radio's 'Flair'

Pepsi-Cola Co., New York, has bought participations in ABC Radio's daily 55-minute show, "Flair." Pepsi's sponsorship will run in two flights; from Feb. 20 to April 2, and then from June 5 to Aug. 20. The schedule placed by Batten, Barton, Durstine & Osborn.

AFA Releases Club Guide

Bureau of education and research of Advertising Federation of America, New York, has sent its Educational Programs Guide to 135 adclubs across the country. It contains programs for educator participation and gives tips for educational pr.

NFAA Elects Elkman

Elkman Co., Philadelphia, has been elected to membership in the National Federation of Advertising Agencies, Los Angeles.

Is Editorial Opinion Favorable?

Press Clippings can keep you informed of popular misconceptions that need to be corrected . . . or can help you ride a wave of popular support. You can invest your public relations and institutional advertising dollars effectively and intelligently when you know what the editors of the nation are thinking and saying. Interested in learning how we can serve you?

Burrelle's Est. 1888
PRESS CLIPPING BUREAU
165 Church St., New York 7, N. Y. Phone BArclay 7-5371
1868 Columbia Rd. NW, Wash. 9, D.C.—CO 5-1757
Magee Bldg., Pittsburgh 22, Pa. — COurt 1-5371
14 E. Jackson Blvd., Chicago 4, Ill.—WA 2-5371
1456 N. Crescent Heights Blvd., Los Angeles 46, Calif.—Phone OLdfield 6-0304
One Operations Office (Livingston, N. J.)
NEWSPAPERS • MAGAZINES • TRADE PAPERS

NEW ADVERTISING BOOK

Traffic Service Corporation, publisher of TRAFFIC WORLD and books for the transportation industry, announces unique distribution policy for Advertising Handbook

As the culmination of a major research project, we published on December 1st the *Common Carrier Advertising Handbook*, a hard-cover book of 112 pages outlining practical procedures for advertising effectively to the industrial traffic executives who purchase the bulk of common carrier transportation and related services. While the book will be of greatest use to individuals concerned with selling and advertising to the transportation management group, we believe it also merits attention as a concise statement of the fundamentals applying to all business advertising.

Written by Warren Blanding, director of research of TRAFFIC WORLD, and W. Schuyler Hopper, president of the Schuyler Hopper Company, New York, the *Handbook* draws from our continuing field research in the areas of job function, purchasing practices and advertising response. Some of the material in it has been summarized in our monthly bulletin-type "Traffic Manager Interviews" which we mail to advertisers and agencies. In addition, the *Handbook* draws on TRAFFIC WORLD's fifty-three years of close association with the transportation industry, on both the buying and selling sides.

Each of our sales offices has been allocated a number of copies of the *Common Carrier Advertising Handbook* for gratis distribution to advertisers and agencies. However, because of the expense of producing the book, it has been necessary to impose what we consider to be realistic and sensible restrictions on such gratis distribution, and the balance of our print order will be offered at a single copy price of $3.50.

We realize that inevitably there will be some disappointment at the limited number of free copies available, and for this we are sincerely sorry. On the other hand, if our judgment is correct, this small volume may come to be regarded as a major contribution to the literature of advertising, and one certainly worth the price we have put on it.

Traffic Service Corporation, publisher of TRAFFIC WORLD, the weekly newsmagazine of transportation management. 815 Washington Bldg., Wash. 5, D. C.
NEW YORK/CHICAGO/ATLANTA/PALO ALTO/WASHINGTON, D. C.

Selling Insurance?

Here's a preferred market—at a popular price: for less than 5¢ apiece, you reach 87,000 dentists (income and standard-of-living well above average) in a magazine they read devotedly. May we give you facts and figures?

ORAL HYGIENE
1005 LIBERTY AVENUE, PITTSBURGH 22, PENNSYLVANIA

"I credit Ad Age with a major assist"

Charles S. Thorn, publisher of Redbook Magazine, knows the value of Ad Age for telling an important story. That's why, as he points out in his letter, Ad Age was chosen to carry the new Redbook campaign. This advertiser acceptance once again proves Ad Age's unique and dominant position in the general advertising/marketing field. As the FIRST medium—first in paid circulation, first in total readership, first in reader surveys, first in total linage in the major media categories, first in classified advertising—Ad Age represents an active, responsive audience of executives in all areas of advertising and marketing—the people who can say "yes." As in the case of Redbook, let Ad Age give you a "major assist" in your promotion campaign.

REDBOOK MAGAZINE
McCALL CORPORATION
230 PARK AVENUE, NEW YORK 17, N.Y.
MURRAY HILL 8-4600

In the past few months, as you know, our new advertising campaign has been taking the measure of Redbook's recent growth. We've reported our great circulation and linage gains, and sketched the dimensions of the dynamic Young Adult market we serve.

It's a big story, important to us and -- we believe -- to the advertising business at large. That's why Advertising Age, of course, was one of the publications selected to carry every ad in the campaign.

If ever there existed a doubt about the soundness of the media list, our resulting experience would dispel it. We've listened happily to word-of-mouth comment; received letters, 'phone calls, and even comments scribbled on the margins of torn-out copies of the ads.

I credit Ad Age with a major assist in the success of Redbook's new campaign.

Cordially,
Charles S. Thorn
Charles S. Thorn

important to important people

200 EAST ILLINOIS STREET · CHICAGO 11, ILLINOIS
630 THIRD AVENUE · NEW YORK 17, NEW YORK

1 Year (52 issues) $3

The Voice of the Advertiser

This department is a reader's forum. Letters are welcome.

Some Prescriptions for Getting a Job in Advertising

To the Editor: Re: James Woolf's recent column (AA, Nov. 21) headlined: "You Don't Have to Be a College Graduate," addressed to young fellows trying to break into advertising.

That's not the way we hear it.

Not long ago, the Chicago Copywriters Club made a survey among 1,000 writers and found that 92% of them were college trained.

Mr. Woolf also went on to say he couldn't tell youngsters how to get a job in advertising.

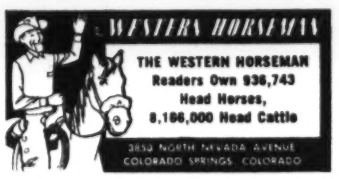
We asked 1,000 writers: "How did you get your first job?

Here are their answers:

- 35% got their first jobs cold turkey simply by making the rounds and knocking on doors.
- 16% first got experience in mail order or retail selling.
- 12% used newspaper or publishing experience as the side door to copywriting.
- 11% created sample campaigns to convince a prospective boss of their writing ability.
- 8% got in through a friend.
- 7% broke in through public relations, publicity or broadcasting.
- 6% started in another department of an agency.

Needless to say, this explains only how the *writers* got in. How the account men got in is beyond explanation of most of the people in the business.

Jack Baxter,
President, Creative House, Chicago.



To the Editor: Concerning Mr. Woolf's article . . . nothing could be truer. It helps—plenty—both in getting started in advertising and every step along the way. However, you don't *have* to have a degree. So far as getting into advertising is concerned, I'd suggest the following procedures:

1. Take out a subscription to AA—after all, you wouldn't even be reading these words of wisdom otherwise.

2. Fish where the fish are—advertising, for the most part, is located in a few metropolitan centers—if you're not already in one of these, get into one.

3. Get started somewhere on the outskirts of the field—any young man can get a job pulling a squeejie in a silk screen shop any day of the week. At the end of that week, when it can be seen that he has even two grey cells to rub together and a little ambition, the boss is going to have his eye on him. If the boss is uninterested in ambitious, deserving young men, better yet, you'll have no compunction about quitting him when a better job comes along.

4. Go to night school. My personal experience is that the training you can get there is *superior* to what can be obtained daytimes in any university—and I've taught in both.

5. Join the local advertising club and go to the meetings (if there isn't any in the town you're trying to get started in, you're in the wrong town, go back to point #2 and start over). If the club has only luncheon meetings, make this one of the conditions of the acceptance of your humble starting job.

6. Spend more money (much more) than you can afford on a good, conservative suit, tie and shoes (you can get by with a cheap shirt and ragged underwear).

7. Keep your eye peeled for the kind of job you're looking for. When you're even this far on the inside, opportunities will arise you'd never even have heard about before.

8. Keep pushing, you'll get there. It's very likely you won't be any bigger success than I've been, but it's sure been fun trying.

Tom Cowdery,
Senior Production Manager, Biddle Co., Bloomington, Ill.

•

To the Editor: . . . Currently I am a creative supervisor and working copywriter for a Four A's agency. I got this way through lying! When first attracted to advertising, I was 22 years old, a high school graduate with one year of evening college, and an aspiring writer. I hustled around the agencies for *any* sort of position: writing; office boy; typist, etc. Nothing! The trouble (I later discovered) was that I gave my true age, qualifications and desires.

Then I heard about an agency that was looking for a writer with five years' experience to do the work for a "glamor" account. I went to the agency, told them I was 28 (I looked it), faked a set of references and offered to do a job on this account for nothing!

I signed the necessary release forms, went home and produced three ads (had them illustrated at my expense), three radio commercials (on tape as well as scripted. I did all the voices and recorded them at home), a new jingle, three pages of merchandising ideas and presented them all in as full-scale a presentation as I could dream up.

They had asked for one ad and one commercial. The job was mine. I had beaten many other more experienced and probably capable writers because I took the time to attack the problem and couple my solution with some fancy fibbing. Had I told the truth, I don't think I would have been allowed to attempt the "spec" job.

My previous experience had spanned 32 jobs from office boy to mailman to talent agent.

Now, I am all of 25 years old. The agency I am currently with thinks I am 32. Why do business men place such high esteem on age? A man living in a vacuum for 35 years will sooner be hired than a young 23 years old with fresh thoughts. It just isn't fair. . .

Name Withheld by Request

•

To the Editor: The Nov. 21 issue of your paper moved me to the point of writing to you about one of your fine articles.

Yes, the material written by James D. Woolf made enjoyable reading for many an advertising agency, as well as everyone connected with it.

Strangely enough, Mr. Woolf titled his well-worded story "You Don't Have to Be a College Graduate." It seems to me that every business, profession or trade which calls for the sheepskin, along with fancy titles for degrees, is mandatory in order to survive the common rat race in the broad field of today's meaning of the field of advertising.

I am surprised that, as yet, I have not read any comments, or seen any letters to the editor pertaining to this many-times-discussed debatable subject in Advertising Age.

The last paragraph of your writer is old hat, as far as any vocation is concerned. Doesn't this also apply to the stage, movies, television, and summer theater? Yes, Mr. Woolf firmly believes in obtaining any job, however small, in one's intended profession, but pray sir, what does one live on?

I do hope that I may hear other viewpoints, in your Voice column definitely to ascertain whether or not "you don't have to be a college graduate" to break into a profession viz: advertising.

Theodore Rimer,
Ted Rimer Advertising, Bloomfield, Conn.

• • •

Cal J. McCarthy Sr. Very Much Alive, His Son Says

To the Editor: Article in current [Dec. 12] issue re Ruthrauff & Ryan stock states on page 96 that Cal J. McCarthy is dead. This is not true.

Cal J. McCarthy Jr.,
President, Wesley Associates, New York.

AA regrets the error. The inaccurate information about Mr. McCarthy's father was supplied by a top executive of Erwin Wasey, Ruthrauff & Ryan.

• • •

Simoniz Bought Product, Not the Company

To the Editor: The news item covering the acquisition by the Simoniz Co. of our product, Liquid Mist Reddi Starch was inaccurately reported by your magazine in the Nov. 7 issue.

In your short news story commenting on this sale you leave the impression that the Simoniz Co. purchased Union Starch & Refining Co. This is incorrect. Simoniz Co. acquired only the rights to our aerosol spray starch, Liquid Mist Reddi Starch.

L. S. Barnhart,
Advertising & Sales Promotion Manager, Union Starch & Refining Co., Columbus, Ind.

• • •

Student Seeks Views on Special Position's Worth

To the Editor: Any help your readers could give would be greatly appreciated.

"Special position" in advertising is a controversial subject but it's the subject of my master's thesis. I'd like to hear from both sides—those who don't value position and those who do. Company policies on which positions are desired for which products and, though advertising is difficult to measure, any sales impetus which might be attributed would be very helpful.

The bureaus have been very helpful. Now advertisers and agencies would be doing me a great favor if they would take time to write down their theories and policies.

C. R. Ballard,
8706 Zabel Way, Fern Creek, Ky.

• • •

Pays Tribute to F. E. M. Cole

To the Editor: That a man doesn't have to be a huckster to be a successful advertising salesman was admirably exemplified by F. E. M. Cole, whose death at the age of 93 was reported in the Nov. 28 Advertising Age.

I've met a lot of high class space salesmen in my time and one of the ablest, in my opinion, was Fred Cole. Fred not only was an excellent salesman, but he was a fine gentleman.

L. L. Perrin,
Advertising and Publicity Department, Northern Pacific Railway Co., St. Paul.

• • •

Three More Comments on Ogilvy-Shell Fee Setup

To the Editor: Welcome to Ogilvy, Benson & Mather.

This makes two members of Four A's who are on record as favoring an all-fee arrangement with our clients. A small but growing minority.

We have operated this way with all of our clients for eight years. It's not easy. Every client knows what he's paying and what he's getting. The agency is judged on merit alone . . . and the client is in a good position to judge.

But it gives the agency an incentive to think more about the client's sales and profits, and less about his billing. We think it's good for the client, good for business generally, and good for advertising.

Charles Bowes,
President, Charles Bowes Advertising Inc., Los Angeles.

•

To the Editor: Everyone is interested in the Shell Oil 25% deal. No one has said that a markup of 25% is only 7.35% more than 17.65% on a net figure.

All Four A's figures tell anyone that over 65% of agency overhead is in salaries. Under this agreement, an agency can increase its profit by increasing salaries. The only alternative for the client is to approve all

Ad Clinic #18

(a transparent device to get you to read this Sheraton ad)

by A. Expert

Watch your grammar

Here's a case of good headline spoiled by just one word.

Should be "quickly" instead of "quick."

We're both wrong. Should be "quickest." Actually, Sheraton makes and confirms hotel reservations anywhere — electronically — in *just 4 seconds* with its wonder machine, *RESERVATRON*. All you do is phone the nearest Sheraton Hotel or reservation office. To show us how this ad pulls, send for free, 104-page booklet that's just chock-full of info on Sheraton's 54 hotels. Write: **Sheraton Corp., Ad Age Ad #18, 470 Atlantic Ave., Boston, Massachusetts.**

Sees Similarity in Milk, Kodak Posters

To the Editor: Coincidence?

The enclosed *milk* poster was taken from your Nov. 14 issue.

In November, 1959, Case-Hoyt Corp. designed, printed and released the attached film streamer for the Eastman Kodak Co.

Walter Kornrich,
The Case-Hoyt Corp., Rochester, N. Y.

SALARIES AND INCREASES.

THIS SYSTEM DID NOT WORK UNDER WAR CONTRACTS THAT WERE ON A COST-PLUS BASIS. THE 15% COMMISSION IS THE LESSER OF EVILS AND SHOULD BE USED AS A STARTING POINT. IF THE AGENCY IS TO OFFER SERVICES BEYOND THIS, IT MUST BE ON A FEE ABOVE THE COMMISSION.

Oscar S. Lewis,
SECRETARY-TREASURER, LILLER, NEAL, BATTLE & LINDSEY, ATLANTA.

•

To the Editor: The ravings of the agency fraternity in regard to the Shell Oil-Ogilvy fee setup are making them continue to appear defensive and overly concerned with their antiquated business reasoning. Mr. Shakespeare is oh, so right, "Methinks they are protesting too much."

Harry Harding [of Y&R, AA, Dec. 5] states that the sole purpose of the agency is to have the client sell more products at a profit to them. This is an ambiguous statement. It is the job of the agency to so advertise and promote the client's wares that he can increase the efficiency of his advertising and promotion to the point where he has better profits, not maintain the status quo or to increase sales and have a reduced percentage of profits. Mr. Harding goes on and says any competent agency knows that only what is best for its clients is best for itself. I would like to ask Mr. Harding if there is any consideration in their statistical outlooks on clients as to the longevity of holding an account. Is there any consideration given to the fact that client-agency relations have a statistical tenure which everyone is aware of and, I am sure, is a consideration in any negotiation.

To defend any business position with the intensity that certain segments of the advertising agency field has been doing would lead any reasonable man to question anything that is so vehemently defended. It has been a refreshing aspect of American business that no company, or group of companies, or any association within these companies has a lock on how to properly handle their business, for if this was the case, there would be standard forms on all business transactions that would require no bargaining, no competitive consideration, and no ingenuity on the part of the parties concerned to negotiate in an old fashioned give-and-take manner.

No one can reasonably challenge the ethics of the advertising agency and the relationship it has with its clients. But it still becomes most difficult from the client's point of view to believe that agency people are devoid of all human error and do not in certain instances of consideration take into account that whatever they buy and for whatever reason they buy it, the higher the price they pay, the more money they put in their pocket.

H. W. Jarvis,
United States Gypsum Co., Chicago.

• • •

Women Shop Alone Because It's Such a Grim Job

To the Editor: Re: The article on food shoppers shopping alone by James F. Henrich (AA, Nov. 14).

After reading the article once, I was compelled to go over it again carefully to find out just where he got his information. And right there in the first paragraph it says "an expert *believes*."

He should have asked a few gals, at least, before stating his beliefs. He is either a bachelor or married to a lucky lady who doesn't have to watch the budget so that he doesn't have hotdogs or hamburgers at home. That's my conclusion because every homemaker I know buys hotdogs and hamburgers and isn't ashamed of it.

From personal experience, and listening to many women's conversations, I would say the following are the reasons the women shop alone in the supermarket:

1. It is a weekly (or more often) necessary chore. It holds hundreds of decisions in its completion.

2. Granted that women usually shop with a friend for a new dress, but that's fun. What fun is there in shopping for groceries? It can be very complicated, especially when your favorite supermarket moves items around every now and then so you have to look for them all over again, and just when you were getting used to finding them in that new aisle . . .

3. For homemakers with children, it can be a nightmare, especially on crowded Saturday or Friday nights when she has the car to lug all that stuff home.

No, Mr. Henrich, you can put in a new sofit 8' high between the meat department and the floor or you can give the ladies private rooms in which to buy their meat, and they will still shop alone.

In fact, I would be inclined to agree with R. S. Avery (AA, Nov. 7, "Trend Away from Store Buying") and bet that every homemaker, if approached with as satisfactory a selection of food products in catalogs as she gets in supermarkets, would buy from her home without giving it a second thought.

Jean Reeve,
Detroit.

• • •

A Place to Putt, Putt, Putt the Mail

To the Editor: Attached ad ran in *Diners' Club Magazine*, December.

While designing a mailbox that resembles an outboard motor may

be in tune with today's trends, I don't think the meaningless headline is.

Ken Saco,
New York.

• • •

Bathtub Pillow Helps Relieve Drain on Nerves

To the Editor: It is surprising to what ends a small boy and an idle executive will go to justify their dislike of baths.

In fact, the remarks of W. F. Randolph (AA, Nov. 14, Page 99) have the odor of sanctity, and clearly indicate his unfamiliarity with the use of the product which he criticizes. [Mr. Randolph commented on an ad for a "tranquilizing pillow" made by Better Sleep Inc., to be used in the bathtub. He felt it was an unsafe device to be used in the tub.] Although sold in very satisfactory and increasing volume on a "satisfaction guaranteed" basis, requests for refunds are practically non-existent.

The soap and deodorant sales vie with each other and tense people jump out of windows but I never heard of anybody going down the drain "Glub Glub Glub."

William M. Emery,
Vice-President, Better Sleep Inc., New Providence, N. J.

• • •

Western Union Wants BPA Classification Made Clear

To the Editor: As a subscriber to ADVERTISING AGE, and an employe of Western Union, may I clarify the statement made in my company's letter reproduced in your [Voice] column of Nov. 28 issue.

Most *advertisers*, and *many* publishers look upon one classification of circulation verification being more acceptable than another. For example, "A," instead of "B," etc. However, in the eyes of Business Publications Audit (BPA), this is not true. *They* recognize, with the same degree, verifications falling within *any* classification.

As a result of the variance of opinions, we agreed with BPA to clarify any misunderstanding of the word "raised" as quoted in our original letter. Thus, the attached letter was subsequently released to all who received the original. We are pleased to furnish this copy to you also, since the original letter was reproduced in your column.

Incidentally, the letter in question went only to known controlled circulation publishers in the Midwest area.

Glenn L. Newell,
Division Representative, Special Services, Western Union Telegraph Co., Chicago.

•

On (date) we wrote you about our attention having been called to an erroneous report circulated among members of BPA pertaining to acceptability of verification by Western Union.

In the third paragraph of that letter we called your attention to "Field reports obtained by Independent Field Service Organizations" as now being classified as "C" instead of "D." Since BPA recognizes all verifications, regardless of classification, as being equal, they feel our statement, "This is a raise etc.," to be technically incorrect. We are happy to clarify this for them.

The action mentioned in fourth paragraph of the same letter we understand has been tabled.

• • •

Clarifies Point in Story on Sindlinger Buying Study

To the Editor: In your Nov. 28 issue, where you are reporting upon the buying intentions study our organization conducts for the National Industrial Conference Board sponsored by *Newsweek*, the story reads as if the survey is based upon a sample of only 1,200 households.

We desire to correct this, for our NICB/*Newsweek* study is continuous, now in its third year and we complete 1,200 interviews each week—over 5,000 a month—over 60,000 a year.

Albert E. Sindlinger,
Sindlinger & Co., Norwood, Pa.

• • •

Right Personality, Right Role Are Selling Force

To the Editor: Your editorial on "Betty Furness and Selling Symbols" [AA, Nov. 21] seems to me to be completely the opposite of much you have said concerning advertising believability and approach to the individual consumer.

The triteness of "people sell people" is only exceeded by its evident truth. People like people, people want people to talk to them, people want to be sold by people. This doesn't say that the Kraft approach won't work in specific cases; but the impersonal voice over technique by any standards you want to apply just doesn't have the value of a live sales pitch.

Just make sure the personality is right and has the right role to play. I doubt very much if selling is an interposition between product and customer. If it's so, then let's get to automation by all means on every retail floor. But it's not so.

I'll take the right personality, put into the right situations, with simple selling reasons, any time. Add to that the merchandising and promotion values inherent in a smart marketing program, and you're way ahead.

As for everybody not liking my personality—wasn't it AD AGE which reflected the futility of trying to please *everybody* in this day and age? Advertising which tries to do that reaches few. Give me strong, believable advertising aimed at the people I want to reach—and I'll take my chances that a couple won't like what I'm doing. The people I want to sell will know.

Hal Davis,
Assistant to the President, Grey Advertising Agency, New York.

JUST ASK FOR MARIE . . .
Call WAbash 2-8655!

Let Marie handle your complete mailings — including addressographing, addressing, multigraphing, fill-in on multigraphed letters and planographing.

Marie keeps your Mailing List up-to-date too and frees you from all the detail work.

Direct Mail has been our business for 30 years. We pick up your rush copy, give quick service, do accurate work and guarantee prompt delivery.

The Letter Shop Inc.
431 S. Dearborn St. • Chicago 5, Illinois

huge Chiffon display
animated by HANKSCRAFT

Gigantic (7' x 5') Chiffon "Ferris Wheel" *attracts* shoppers—and *sells* facial tissue—with its ingenious combination of light, color, motion and size. Features specially adapted AC motor. It's another example of Hankscraft leadership in the display animation field!

COMPLETE ENGINEERING SERVICE for displays of all sizes, AC-powered or battery-operated. Send cutout to:

HANKSCRAFT COMPANY
Display Motor Division
Reedsburg, Wis.

World's Largest Manufacturer of Battery-Operated Display Motors
Sales Offices in these principal cities: Chicago • Philadelphia • Minneapolis • New York • Dallas • Toronto (Ontario) • San Francisco (Erlach Lee Co.)

Created and manufactured by Schmidt Lithograph Co. Cardboard engineering by Rapid Mounting and Finishing Co.

EDWARDS & DEUTSCH IS ON THE MOVE!

Edwards & Deutsch Lithographing Company is pleased to announce that with the start of business today, its office and plant facilities are in operation at the new address shown below.

The move of this 64-year-old Chicago firm to modern quarters is being made out of regard for those who work with us and in the interests of those for whom we work.

At the same time, Edwards & Deutsch is moving ahead in the development of improved lithographing techniques . . . better production methods . . . new creative advertising concepts.

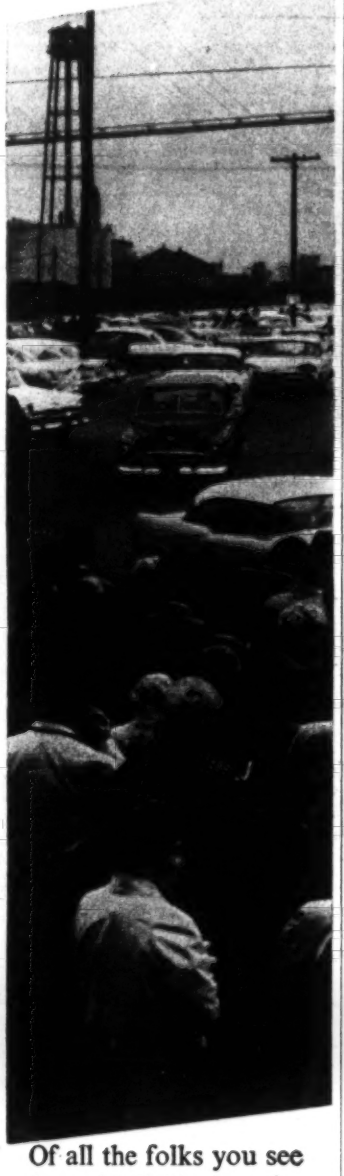
Progress of this kind means more than the move of physical plant and equipment. It means the highest quality, and the finest in service.

Edwards & Deutsch *is* on the move—for the benefit of all who recognize and appreciate fine lithography!

Color Reproductions of Quality

EDWARDS & DEUTSCH
Lithographing Company
4633 WEST 16TH STREET, CHICAGO 50, ILLINOIS • BISHOP 2-4100

At PROCTER & GAMBLE'S IVORYDALE PLANT . . . or ANYWHERE



Of all the folks you see from ABC Cincinnati . . .

7 * OUT OF 10 *read the* CINCINNATI POST TIMES-STAR

. . . Schapker Market Research
. . . ABC circulation is up again!
. . . largest Cincinnati paper, . . . Sunday!
274,874
. . . newspaper that . . . the Evening . . . Almost . . . 000 Readers

ROBERT K. CHANDLER
General Advertising Department
★
Represented by
General Advertising Department
SCRIPPS-HOWARD Newspapers

Dunfield Niva Roberts Wallach McLeod Renner

CHIEF OF STAFF—*Stan Roberts, general manager of advertising and sales promotion of Massey-Ferguson, reviews a "product" with Ross Dunfield, sales promotion manager; Ken Niva, business manager; Sid Wallach, ad manager; Don McLeod, creative director; and Bill Renner, advertising services manager.*

Massey-Ferguson Uses TV as Ad Spearhead, Racks Up Whopping Gains

Sales Rose 46% in '58, 26% in '59 as Marketer Treats Farmer as Human

TORONTO, Dec. 13—Stan Roberts, 47, likes his own shoes so much that he's never filled anyone else's.

The general manager of advertising and sales promotion of Massey-Ferguson, Toronto, giant manufacturer of tractors and self-propelled combines, says all his jobs have been brand new.

"This has its advantages and disadvantages," he says. "All in all, I think it has been good for me, because I had tough taskmasters in my first jobs."

Mr. Roberts is a lithe, alert executive who thinks of North America as one big happy country in which he just can't sell enough farm implements.

■ "Farmers," says Mr. Roberts, "are human beings. True, you can find any number of people who will make that statement. Yet the same people who make it treat them as a special group.

"This is where we are different. Massey-Ferguson does not consider farmers a special group. They have the same emotions in the heart and mind that exist with us. Farmers put their pants on the same way we do."

This philosophy, he says, helped Massey-Ferguson to increase sales in the U. S. in 1958 by 46% and in 1959, by 26%.

Mr. Roberts is sold on tv as a means of selling Massey-Ferguson products. The company, through its agency, Needham, Louis & Brorby, sponsors a live half-hour NBC network program (Saturdays, 7 to 7:30 a.m., all time zones) called "Today on the Farm."

■ The show, which originates in Chicago, includes entertainment, information, news, long-range weather forecasts, regional topics and features for various members of the average farm family.

Talent includes Eddy Arnold, "The Tennessee Plowboy"; Alex Dreier, news commentator; Mal Hansen, farm commentator; Carmelita Pope, home and farm expert; Slim Wilson, another entertainer; and Joe Slattery, commercial announcer and weather man.

The show is designed to be of importance to the farmer, and this apparently poses some problems.

"In fact," Mr. Roberts says, "it is an extremely tough job to do properly. You see, the farmer does not want to be educated if he thinks that you want to educate him. On the other hand, he is highly interested in education; he's the most avid student in any group in the U. S. But you can't force education on him. It is our purpose, then, to provide him with as much information as possible in a way in which he can digest it himself in his own fashion."

Mr. Roberts never considered the show a gamble.

"We have had some notable successes with tv," he maintains, "both in the U. S. and Canada. Take the 'Jubilee USA' show we had last year, with Red Foley on ABC. This wasn't a gamble, either. It gave us the opportunity to play the law of averages with 12,000,000 or 13,000,000 people."

■ He has no idea of the potential audience of "Today on the Farm," but he remains convinced that the law of averages will be on his side.

In Canada, Massey-Ferguson has had phenomenal success with the "Don Messer Jubilee" tv show, a potpourri of western-style entertainment (last spring, it outrated the National Hockey League playoffs, as well as Ed Sullivan).

"But," emphasizes Mr. Roberts, "I am only hot on tv for what it can do for us in connection with other media. I never think of going whole hog in any direction. I believe in having a firm base, particularly in print media."

■ This is the reason for the four-color work the company insists on for farm magazines and periodicals.

He says that Massey-Ferguson might run the same ad in Ohio and Georgia as it does in Ontario and Quebec, with variations that will ad to the cost of plates.

One of the reasons the costs run high is his insistence that farmers must be able to "project" themselves into all company advertising. "Human warmth," says Mr. Roberts, "is the key to our advertising."

Mr. Roberts is a "Buckeye" from Ohio. He attended Miami University at Oxford, O., where he took a business administration course, majoring in advertising and marketing.

His first job was with Ralph Dalton & Associates, Troy, O., a 15-man agency which taught him "everything" about the advertising business, including how to sweep the floors.

Mr. Roberts stayed with the agency for seven years, until January, 1942, when he went as a civilian with the U. S. Army Air Force at Wright Field. His job: Chief of publications control, with a staff of 40. Mr. Roberts says that the average daily flow involved 4,500 to 6,000 jobs, most of it technical material which had to be farmed out to 38 contract printers.

In December, 1945, he joined Dayton Rubber Co. in his third "new" job—as assistant to the vp of the tire division to work on distributor and dealer advertising programs. "This job," recalls Mr. Roberts, "was a difficult one because I was not in the advertising department. However, I don't regret the experience."

■ He joined Harry Ferguson Co. in Detroit in January, 1950, as assistant advertising and sales promotion manager, another post in which he did not have to fill anyone's shoes.

When Massey-Harris merged with Ferguson in 1953 to become Massey-Ferguson, Mr. Roberts was named advertising and sales promotion manager of the Ferguson division. The following year he moved to Racine, Wis., for a short time before being transferred to Toronto as general manager of advertising and sales promotion for the international company. He reports to the vp of marketing.

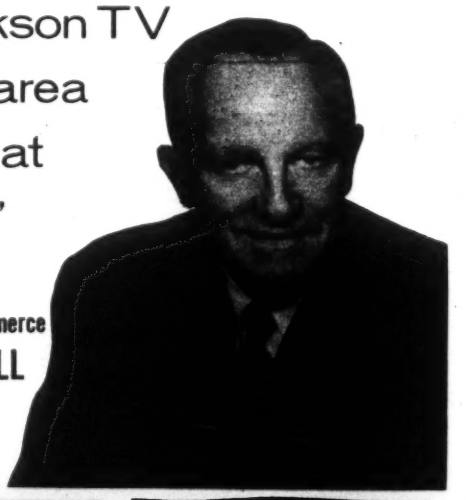
■ Mr. Roberts sits at a T-shape desk in a corner office in the old Massey-Ferguson building in West Toronto, surrounded by color photos of various products. He has a staff of 28 in Toronto, a second staff of three in Racine and two men in Detroit.

Other points made by Mr. Roberts:

- "It's difficult to sell farm equipment in the U. S. Why? Because it is the largest and most competitive farm market in the world and because it is home base for some of the industry's biggest companies.
- "We jumped our share of the tractor market in the U. S. by at least one-third in the past three years.
- "We are strong in radio in Canada. Claire Burt, an employe of Needham, Louis & Brorby and formerly with MacLaren Advertising, is the Massey-Ferguson farm reporter. He is on about 50 stations three, four or five times a week.
- "We don't use daily or weekly newspapers. We consider they are the media for dealers.
- "We use direct mail. We have a publication called 'Massey-Ferguson Farm Profit,' a slick book which goes to 1,000,000 farmers six times a year. There are three editions of this publication, which shows the farmer how to make money. We incorporate an advertising section in the middle of the book." #

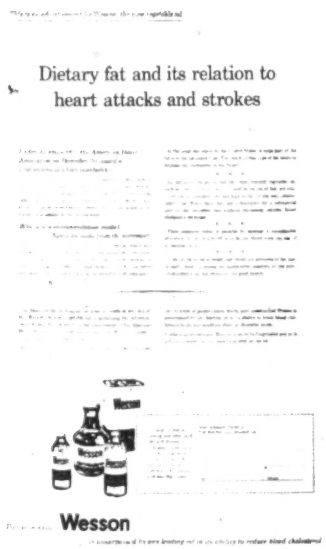
Luxury Living
overlooking Lake Michigan
on CHICAGO'S GOLD COAST
Enjoy superlative luxury only five minutes from downtown...steps from famous restaurants and exclusive North Michigan Avenue stores. Superb appointments and friendly service. Rooms, suites and apartments by the day, month or year.
Donald O. Cronin, Mgr.
SUperior 7-8500
LAKE SHORE DRIVE HOTEL
181 E. Lake Shore Drive, Chicago

"America looks to the South for economic growth, and the Jackson TV market area leads that growth."



Past President,
U.S. Chamber of Commerce
BOYD CAMPBELL
Pres., Mississippi School Supply

WJTV Katz 12 WLBT Hollingbery 3
Serving the Jackson, Miss., Television Market



NEWSY—*Wesson Oil & Snowdrift Sales Corp. hits major market newspapers with this timely ad reporting on statements from the American Heart Assn. concerning poly-unsaturated oil.*

Wesson Ad Stirs New Cholesterol Probe by FDA

(Continued from Page 1)

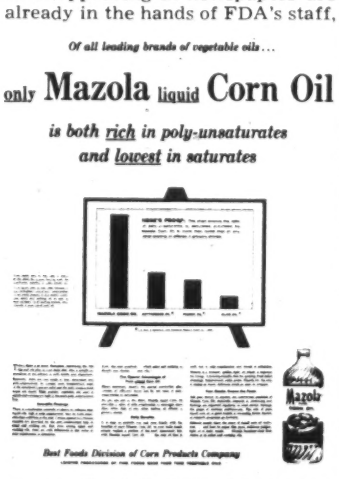
association said poly-unsaturated oils, used in place of food fats, may reduce the risk of heart attacks.

The Wesson ad says that the heart association does not endorse any brand, but "Wesson meets all requirements of American Heart Assn. for poly-unsaturated oil."

The ad ran in dailies in all "major cities"—about 50 or 60—Wesson said. Fitzgerald Advertising Agency, New Orleans, is the agency.

In New York, the American Heart Assn. said it had no comment on the ad, but probably would make a statement "at an early date."

■ The FDA commissioner said tearsheets of the ads which have been appearing in newspapers are already in the hands of FDA's staff,


Of all leading brands of vegetable oils...
only Mazola liquid Corn Oil
is both rich in poly-unsaturates and lowest in saturates
Best Foods Division of Corn Products Company

CLAIMS—*Food & Drug Administration survey of vegetable oil ads may study ads such as this one for Mazola Oil, from Best Foods division of Corn Products Sales Co.*

along with this week's report of the heart association.

While FDA is not concerned about advertising, under ordinary circumstances, Mr. Larrick pointed out that it has special statutory authority to guard against deceptive promotion of dietary foods. If the product does not perform the dietary function which has been promised in the advertising, FDA could regard it as mislabeled. #

Rise TV Ads Contrived, Carter Ad Exec Admits

(Continued from Page 1)

and pleasure with Rise, which "stays moist and creamy."

A letter put into the record described the substance used to stimulate "ordinary lather" as a combination of ultra wet 60L—"a well known emulsifier and wetting agent"—and water.

Another letter sent to the commission last March by Carter's lawyer, William L. Hanaway, said that the substitute solution was used instead of ordinary lather because of the time limit imposed by the length of the tv commercial—as compared to the length of time it takes to shave.

■ But at the hearing Mr. Richardson testified that the speed of drying had little to do with the filming, that there had been no attempt to film the comparison test with a competitive shaving cream, and that if they could photograph Rise in the test they probably could have photographed a competitor's product too.

When Mr. Downs asked why the Brewster formula was used instead of a competitor's shaving cream as the commercials indicated, Mr. Richardson said the way things turned out, it would have been "much better" to use a competitive lather and that he saw "no reason on earth" why it shouldn't have been used.

■ A part of Carter's defense has been that the shaving comparison tests, which were used for Rise menthol as well as Rise regular, had been "permanently withdrawn" from the air as of Feb. 9, 1960. But in explaining to reporters why he spends a good deal of time trying to get citations against advertising that is no longer around, Mr. Downs said such actions are necessary to keep the companies from using the same tactics in the future.

The next chapter in the story of Rise's moist and creamy tv claims, true or false, will unfold Jan. 12 with the showing of the questioned commercials. Mr. Richardson is expected to return to the stand on that date, along with Dr. Brewster, who will be queried about his formula, and other witnesses.

When Mr. Hanaway, who is representing all the respondents, begins his defense the scene may shift to Hollywood, where the commercials showing the actor who shaved so happily with Rise and so unhappily with the other substance called ordinary lather, were filmed.

Andrew Talbot Named 'S.F. Examiner' Promotion Head

Andrew H. Talbot, promotion director of the *San Francisco Call-Bulletin*, has been named general promotion manager of the *San Francisco Examiner*, succeeding Gray Creveling, who resigned in September to become exec vp of Charles von Loewenfeldt Inc., San Francisco public relations company. Mr. Talbot was pr director of Pabst Brewing Co. before moving to San Francisco in early 1959.

Andrew H. Talbot

Before that he had been promotion manager of the old *Chicago Herald American* and promotion manager of the *New Orleans Times-Picayune* and *States*.

Last Minute News Flashes

Milani Names C&W to Succeed Donahue & Coe

LOS ANGELES, Dec. 16—Louis Milani Foods, which had announced termination of its relationship with Donahue & Coe, effective Dec. 31, has named Cunningham & Walsh its agency. Milani has some 150 products in national distribution, including salad dressings, low calorie foods, desserts, soups and specialties. The budget, which this year was approximately $500,000, will be in excess of $1,000,000 in 1961, according to Marvin Lasky, advertising manager. The budget increase will be used mainly for a major push in the introduction of a new hourglass bottle for salad dressing, which was introduced in Los Angeles earlier this year.

Day Reportedly Slated for Postmaster General

WASHINGTON, Dec. 16—President-elect Kennedy is expected tomorrow to name as Postmaster General F. Edward Day, vp in charge of West Coast operations of Prudential Insurance Co. and onetime insurance commissioner of the state of Illinois. On arrival from Los Angeles Mr. Day told reporters that postal deficits are a major problem of the Post Office Department, and said improved service, rapid mechanization and improvements for career service are needed.

Freedomland Reportedly Set to Name L&N

NEW YORK, Dec. 16—Freedomland, an amusement center in the Bronx which opened last summer, reportedly will name Lennen & Newell to handle its advertising. The account and Ellington & Co. terminated their relationship last week. Freedomland billed close to $1,000,000 in advertising this year.

Willys of Canada to Burley, Norman from Ardiel

TORONTO, Dec. 16—Willys of Canada has moved its account, estimated at $100,000, from Ardiel Advertising to Burley, Norman, Craig & Kummel, effective Jan. 1. The company is aiming at a 33% increase in vehicle sales next year.

American Petrofina Interviews Agencies

DALLAS, Dec. 16—American Petrofina Co. of Texas currently is reviewing its advertising program and is talking to several agencies, including its present agency, Taylor-Norsworthy. American Petrofina is a subsidiary of American Petroleum Inc.

GF Names Cleaves Exec VP-Marketing

NEW YORK, Dec. 16—General Foods has realigned its management and expanded its marketing operation, effective Jan. 1. Herbert M. Cleaves becomes exec vp-marketing. C. W. Cook assumes responsibility for all U. S. and Canadian operating divisions as exec vp-operations, and John A. Sargent will be exec vp-administration and finance. Messrs. Cleaves and Cook have been exec vps since October, 1959, and Mr. Sargent has been chief of staff and vp-finance. R. R. Bennett has been named vp-senior marketing counselor, and Martin Gregory director of distribution and marketing services.

Helton Among Dead in Crash; Other Late News

• **Carter B. Helton Sr.,** 60, treasurer and general manager of Kircher, Helton & Collett, presumed dead in the United Air Lines-TWA crash in New York Friday, was the only known victim of the disaster from the agency field as ADVERTISING AGE went to press. Mr. Helton, a governor of the east-central region of the American Assn. of Advertising Agencies, has been with the agency since it was founded in 1938 as Ralph Kircher Co. His son, Carter Jr., is in the agency's production department. Also believed to have perished is Arthur F. Schuelke, general manager and editorial director of *National Cleaner, Laundry Journal* and *National Rug Cleaner*, published by Reuben H. Donnelley Corp. He lived in Hastings on Hudson, New York.

• **The Royal Commission on Publications** has postponed until a Jan. 3 hearing details of a confidential poll of advertisers and agencies on problems facing Canadian periodicals (AA, Nov. 28, Dec. 5).

• **Marjorie La Neve,** formerly wih Sullivan, Stauffer, Colwell & Bayles, has been named media director of Sudler & Hennessey, New York. The agency's design division—Sudler, Hennessey & Lubalin—has added Francis J. Scully as sales manager. Mr. Scully was formerly with Mel Richman Inc.

• **Kelso M. Taeger,** vp and media director in McCann-Erickson's Detroit office, has been named manager of the media department in the agency's New York office. He replaces William C. Dekker, who has resigned as of Dec. 31. Mr. Dekker was vp and media director. He will announce his plans shortly.

• **John Lucas,** former sales promotion manager in J. C. Penney Co.'s western zone, has been named head of the advertising division of the company's sales department, in New York. Warren Parker, former sales department field representative, has been named head of the display division.

• **McGraw-Hill Publishing Co.'s** directors voted Dec. 15 to split the company's stock three for one before the end of April. Stockholders will be asked to authorize the additional stock needed for the split at a special meeting Jan. 30.

• **Curtis Publishing Co.** expects to earn less than $1,500,000 in 1960, considerably below its 1959 net of $3,960,810. President Robert E. MacNeal said that higher ad rates are expected to increase earnings in 1961 and that Curtis will spend some $15,000,000 to $20,000,000 for plant expansion and equipment over the next five years.

• **Greyhound Corp.,** Chicago, will return to spot television after Jan. 1, following an absence of about five years. The company has bought heavy schedules of spots in news, weather and sports shows. The schedules eventually will be placed in 50 to 75 markets. Grey Advertising Agency handles the account.

• **A. George Kavner,** formerly with the corporate marketing division of Colgate-Palmolive Co., has joined Hydrocarbon Chemicals as marketing vp, in charge of the company's three major divisions.

• **Henry R. Geyelin,** manager of advertising services of the Metropolitan Life Insurance Co., New York, will join the Chase Manhattan Bank Dec. 30 as public relations officer for international operations.

'Frontier' May Bring Death of All Option Time

(Continued from Page 1)

backing and filling at FCC on the option time issue, Justice Department has repeatedly taken the position that option time is a form of block-booking, which can't be squared with the anti-trust laws. In the brief that will be filed in the court of appeals here early next year—probably before the change of administrations—the anti-trust division is expected to take the position that FCC's "compromise" on option time can't stand up because the commission failed to show that it had considered the anti-trust implications of the rule it is authorizing.

Once the case gets back to FCC—and there is competent legal support for the view that it could—option time will face a new lineup.

■ The compromise itself cleared the commission by only a 4-3 vote, with temporarily-seated Commissioner Charles King, a Republican, providing the swing vote.

FCC's more anti-trust minded members, Chairman Frederick Ford, and commissioners Rosel Hyde and Robert Bartley, were outnumbered. Since Commissioner King will undoubtedly be replaced by the Kennedy administration, the anti-option time group is an odds-on favorites to pick up another vote if the issue comes back to FCC for further attention.

■ In the maneuvering under way here during the staffing of the Kennedy administration, advocates of strong anti-trust enforcement have been pushing to get their people into the strategic positions. Militant anti-trusters, including Rand Dixon, attorney for the Kefauver investigations, and Everette MacIntyre, counsel for the House small business committee, are in the forefront of the candidates for the chairmanship of the Federal Trade Commission. Herbert Maletz, chief counsel of the House judiciary anti-trust subcommittee, who organized an intensive study of FCC's option time rules four years ago, is being prominently mentioned as a possible chief for the Justice Department's anti-trust division.

■ The option time battle has already been raging for nearly five years. In the opening stages, independent tv operators and film producers had contended before Senate committees that option time gives networks such tight control over prime time that advertisers and film producers are forced to deal with networks rather than individual stations. A special task force set up by FCC to study the problem recommended in October, 1957, that option time should be eliminated.

Despite rulings by the Department of Justice that it regards option time as an outright anti-trust violation, FCC voted 4-3 in January, 1959, that it considered option time to be "reasonably necessary."

■ The final decision modifying existing option time arrangements was based on the findings by the majority that option time is necessary to prevent "checkerboarding" and "erosion" which would eventually result in the loss of network service of great importance to the public.

The Justice Department's attack on FCC's compromise emphasizes the fact that the commission made no finding on the anti-trust results of any option time arrangement. #

Endicott Acquisition to Boost Billing of Hicks & Greist to $11,500,000 in '60

(Continued from Page 3)

five years with Hicks & Greist, Beefeater has collared about 75% of the imported gin market."

Hicks & Greist competed against three or four other agencies for the account, then billing "less than $100,000" at Emil Mogul Co. Beefeater spent $242,218 in magazines and newspapers in 1959.

■ Beefeater was a spectacular success. Harry Hicks said advertising played an important part, but other factors were involved: "There was also some very basic public appreciation of the product that was spread by word of mouth. Advertising stimulated that word of mouth."

More than that, however, Hicks & Greist holds the Beefeater story is the classic example of its pet belief —the in-market advertising principle. "We hold to the concept of fastening onto one market," according to Mr. Hicks.

"In all our advertising for Beefeater, we have been going to one place only—the martini drinker. We have never promoted Beefeater for anything but a martini."

Ken Hamilton, vp and treasurer, added that the trend to the "purer" martini (the four-to-one as against the two-to-one formula) emphasizes the gin in the cocktail, and people "know the good gin."

■ Hicks & Greist, once regarded as an industrial advertising operation, currently handles 18 industrial clients and 19 consumer-side advertisers. The agency was adamant in asserting that there has been no emphasis change. "We have shown a steady trend in all divisions [the agency fits clients into categories like 'packaged goods,' 'housewares and appliances,' 'industrial and business services' and 'general'] without any intention of becoming a specialist," said Mr. Hamilton. Charlie Skoog tells consumer product prospects that the agency has no intention of minimizing its industrial business.

But the consumer side offers several success stories, a la Kobrand Corp.'s Beefeater. "Accounts like Beefeater and Dixie cup and Sandura all came in at less than $100,000, some as low as $40,000," said Mr. Hamilton. Today, he indicated, they are among the budget kingpins.

"Our strength with our clients," Mr. Hicks added, "is perhaps that in the immediate postwar years we were building the agency by building our accounts. We grew with them. We established a close relationship which became a habit—and you don't change an individual's stripes.

■ "Cocoa-Marsh," he continued, "grew from a kettle in a back alley to a multi-million-dollar business." The chocolate milk amplifier grew, market by market, from Denver eastward. "It grew from nothing," said Theodore J. Grunewald, senior vp and head of tv-radio. "But we believe in in-market promotion, and that is where all the heat goes."

In 1956, the Cocoa-Marsh budget was a slender $15,000 or so. In 1959, it was more than $1,000,000. All of it went into 65 tv markets, using an average of three stations in each.

Cocoa-Marsh was not entirely a Hicks & Greist triumph. Malcolm P. Taylor and Charles M. D. Reed started Taylor-Reed Corp., beginning in 1938 with Cocoa-Marsh and building it into the No. 1 sales spot in the chocolate syrup field during World War II. Mr. Taylor recalled in 1948 that this feat was "more a triumph in production than in sales, since the big problem was getting materials." And when the Hershey chocolate giant came back strong, Cocoa-Marsh felt the difference (AA, April 26, '48).

■ With La Rosa spaghetti and other products, Hicks & Greist went, successively, after the Negro market, the Spanish, and then the children's—"to get each one going." According to Mr. Grunewald, "It's these in-market promotions that are responsible for the growth of our big accounts."

Giving a client the full treatment, however, has worked both ways. "Our principal goof was over-servicing an account that didn't realize the potential," said I. Smith Kogan, vp. One of the biggest tumbles H&G took was with Blessings disposable diapers, which got the full treatment "but never went any place.

"We took a bath on another account," Mr. Kogan said. "We lost a bundle. We are more careful about credit now. But that is all part of young people taking over."

■ The "young people" took over at Hicks & Greist about the time that today's big accounts began to come in. The change in the executive lineup stemmed from a combination of circumstances in which Advertising Age played a part.

Back in October, 1954, AA commented in an editorial on the quick dissolution of Cecil & Presbrey following the death of its president, James Cecil. In contrast, AA noted, was the easy transition of executive control at Fuller & Smith & Ross following the death of Allen L. Billingsley.

This was a problem already on the minds of H. L. Hicks and E. Harold Greist, who were anxious to assure broader participation and continuity in management. Two years earlier they had broadened the ownership of the agency, changing its capital structure to make it possible for 16 key staffers to become stockholders. Until then, ownership was vested entirely in Messrs. Hicks and Greist.

With the dissolution of Cecil & Presbrey, however, they hastened executive reorganization. Harry Hicks Sr. switched from president and treasurer to become board chairman. He still occupies that post, but he no longer holds any common stock, nor is he active in the agency.

■ At the same time, Harold Greist, vp and treasurer, became president. John A. Drake, vp, became exec vp (he has since left H&G).

Mr. Skoog, copy chief and director of merchandising, became a vp. Three years later he succeeded the elder Mr. Hicks as president, while the younger Mr. Hicks stepped up from treasurer to vp. Present creative director is Arthur C. Mayer.

At the same time, in 1956, a new operating committee was set up under Mr. Skoog's chairmanship. Department heads serving on the committee included Mr. Grunewald, radio-tv, and Kenneth A. Hamilton, account handling. Today they are among the original four—the others are the younger Mr. Hicks and Mr. Skoog—who now run the agency.

All except one vp, Tom Maloney, have risen through the Hicks & Greist ranks. "This is the thing which distinguishes us from the others: Our people can stand on their own two feet. We don't have messenger boys on the payroll. We can't operate that way—there is no waiting two months for a decision to come down the line," said Mr. Grunewald.

Mr. Maloney, in his 50s, is the oldest of the agency's executives. Mr. Skoog and Mr. Hamilton are 43; Mr. Hicks is 40; Mr. Grunewald is 38.

Mr. Maloney, onetime Cecil & Presbrey president, who moved to Grant Advertising when C&P dissolved, was the first outsider taken on at the vp level by Hicks & Greist. Mr. Maloney, publisher of *U. S. Camera*, joined Hicks & Greist last September, bringing with him the Thiokol Chemical business.

■ Mr. Skoog, a massive man, is a good golfer, a serious philatelist and a lover of Dixieland jazz. He began his career in advertising as a copywriter in Frederick Loeser's department store, joining H&G in 1947.

He believes, as he said in a recent speech, that an agency is not merely something "to be called in only when there's a fire to put out." He expects "total participation" by the agency in every campaign—"not just making print and broadcasting advertisements, but also your selling aids, your merchandising, your promotional literature, your product publicity—the works."

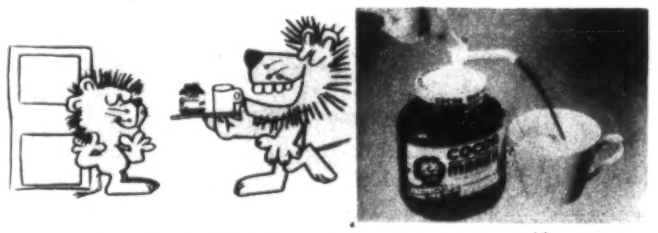
He maintains that a modern agency is like a warehouse—"Only we don't stock products, we stock talent and experience in the form of people."

As consisting of professionals in the business, the agency should have the courage and the plain self-respect to fight for what it thinks is a right approach. "I say this because in this business of advertising the man who pays the bill, the customer, is not always right, Mr. Skoog said. #

Accounts* Added by Hicks & Greist in '60

Account	From	Billing (includes cap. fees.)
Metropolitan Broadcasting Corp. (Institutional, WNEW radio, WNEW-TV)	No previous agency	$ 350,000
Fedders Corp. (Air conditioners, heating equipment)	D'Arcy	1,300,000
Regina Corp. (Electrikbroom, electrikmop, floor polishes and waxes)	Mogul Williams & Saylor	600,000
J. L. Prescott Co. (Dazzle Fluff, Dazzle Bleach)	Monroe F. Dreher Inc.	200,000
Thiokol Chemical Corp.	Brown & Butcher	1,000,000
Molybdenum Corp. of America	No previous agency	200,000
Cary Chemicals Inc.	No previous agency	250,000
Milton Bradley Co. (teaching aids)	Noyes & Co.	300,000
Endicott-Johnson	Winius-Brandon, Rumrill, Robert Aronson Assocs.	1,000,000

*New divisions of existing accounts added this year are language laboratories for schools, educational equipment division of Edwards Co.; electronic timers and test equipment of A. W. Haydon Co., California; industrial dust collection, recovery, bag collection systems of Northern Blower division of Buell Engineering



GOING STRONG—*Still going strong after three years on tv in eastern markets are Leroy the Lion and his father. Written and created by H&G, the 60-second commercials for Cocoa-Marsh were filmed by Pintoff Productions, New York. These are stills from the current series.*

Visual Means, Not Words, Told Gardol Protection Claim: FTC

(Continued from Page 1)

Gleem's one-brushing campaign," he admitted.

■ Anthony J. Kennedy, attorney for FTC's legal staff, rolled off two film clips of Colgate commercials, one showing the invisible shield in action, the other a cartoon with mice dancing to the jukebox strains of the "fight tooth decay with Colgate" song. When "Mr. Tooth Decay" appears on the scene, Mighty Mouse shows up with Colgate with Gardol to protect "Mr. Happy Tooth."

"Without having to say complete protection," Mr. Kennedy said, "the cartoon showing Mr. Tooth Decay bouncing off Mr. Happy Tooth without even nicking Gardol" implies full protection.

Mr. Correa had told the commissioners that Colgate has never claimed complete protection for its toothpaste. He pointed out that as early as November, 1958, the company gave the FTC legal staff "scientific data" which showed that Colgate is 65% effective. Mr. Correa said that the staff saw no cause at that time to object to the same commercials it's objecting to now.

■ Mr. Kennedy also singled out a chart which evidently showed the reduction of tooth decay possible with Colgate. He called the commissioners' attention to the fact that there were no marks on the chart. "When you use this stuff, decay goes right down," he said. "This is all the public can see."

After watching an ad like this, people say, "Maybe this is the ultimate we've been looking for," Mr. Kennedy said. "The FTC is for the incredulous, the immature, and even the stupid, not for the wise buyer. Maybe they won't believe the ads after they've used the product, but by that time they've already bought a box.

"To my mind Colgate has said 'complete protection' 10,000 times if there's any truth to the adage 'One picture is worth 1,000 words'," he said.

"No matter how you slice it up, it still comes back to the coconut bouncing off the shield, and Mr. Tooth Decay bouncing off Mr. Happy Tooth."

Commissioner Robert T. Secrest then asked Mr. Correa if Colgate shouldn't have let two coconuts bounce off the shield and let one get past. Referring to the reaction of the announcer as he watched the coconut in flight, Commission William C. Kern said, "That fella ducked like he thought one was coming in." #

Compton Boosts Shelton

Wilson A. Shelton, a senior vp and creative director of Compton Advertising, New York, has been appointed an exec vp and creative director.

Joseph Hildreth, 82, Retired Chairman of Chilton Co., Is Dead

Philadelphia, Dec. 15—Joseph S. Hildreth, 82, retired chairman of the board of Chilton Co., died yesterday.

Mr. Hildreth, who was born in Cincinnati, entered the publishing business on the old *Chicago Post*.

Joseph Hildreth

At one time he was associated with the Hearst Corp.'s magazine, *Motor*. With Julian Chase, now a retired vp of Chilton, he owned a magazine called *Horseless Age*, the first automotive trade magazine published in the English language. This magazine, which was founded in 1895, was sold to Chilton in 1916 and is now a part of Chilton's *Automotive Industries*. Its name is still carried on the latter magazine's masthead.

■ Mr. Hildreth joined Chilton in 1924 as vp in charge of the automotive division, serving as publisher of *Motor Age*, *Commercial Car Journal* and *Automotive Industries*. He became president of Chilton in 1945, and chairman of the board in 1955. He retired two years ago.

Mr. Hildreth is survived by a nephew, John C. Hildreth Jr., who resigned last year from Chilton as publisher of *Automotive Industries* and *Aircraft & Missiles*. He now lives in Phoenix and owns *Arizona Homes* magazine. #

Nielsen's First Magazine Reports Set for February

New York, Dec. 14—Henry Rahmel, exec vp of A. C. Nielsen Co., has announced that the first Nielsen magazine audience reports and magazine-tv audience research studies will be ready for subscribers in late February.

A Nielsen veteran, Donald G. McGlathery, has been named to head the company's new media service. Mr. McGlathery, who left Curtis Publishing Co. in 1950 to join the researcher, has been active in the planning, development and sale of the new service. The service is designed "to measure magazine and tv audiences in the same national panel to report on the audience reached by the advertiser using both media." Subscribers will get: (1) A report on the total audiences of 12 major consumer magazines; (2) complete Nielsen tv index data and (3) special reports, as ordered, on homes and people reached by magazine and tv combinations.

Charter clients are Leo Burnett Co.; Chrysler; Compton Advertising; Dancer-Fitzgerald-Sample; *Life*; Maxon Inc.; National Biscuit Co.; Needham, Louis & Brorby; Procter & Gamble; Tatham-Laird; J. Walter Thompson Co.; and Westinghouse Electric Corp. #

Ad Handbook Published

"Common Carrier Advertising Handbook," written by Warren Blanding and W. Schuyler Hopper, has been published by Traffic Service Corp., Washington. The book includes chapters on reasons for advertising, what to advertise, and how good ads are created. Priced at $3.50, the book is available from the Book Dept., Traffic Service Corp., 815 Washington Bldg., Washington, D. C.

K&E observes: Even a clam sticks his neck out

At K&E, people are expected to do likewise. For we know how few rewards in advertising are captured by the timid.

"Never settle for what merely looks safe," urges Kenyon & Eckhardt's Book of Creative Standards, "unless you are also prepared to settle for mediocrity.

"Have a strong opinion, and express it. The strategy called 'covering all the bases' is usually the refuge of the man who can't find home plate."

At K&E, we set great store by the courage to stick out your neck. A clam does it to breathe; when he stops, his career is over. This is a point any advertising man might do well to remember.

One of a series based upon the Kenyon & Eckhardt Book of Creative Standards

On the International Scene . . .

Latin American Admen Take Strong Stand for Freedom in Lima Manifesto

By Milton Moskowitz

NEW YORK, Dec. 13—The Latin American admen who met in Lima last month to form the Latin American Advertising Confederation (AA, Dec. 12) went on record with a strong statement in support of free enterprise and free speech.

In what has come to be known as the "Lima declaration," the delegates took a firm stand against government interference in business or advertising.

The declaration eschewed any mention of Cuba, but it was clearly understood at the convention that this declaration was a slap at the Castro government.

There was one discordant note at the meeting. The Mexican delegation refused to sign the final declaration on the ground that it involved "politics." Representatives from 11 other countries approved the stand.

Roberto Protzel, McCann-Erickson chief in Peru, who presided at the three-day meeting, brought the official "Lima declaration" to New York this week on a visit to his home office. The declaration, as translated by four McCann linguists, reads as follows:

■ "Advertising must always be an integral manifestation of freedom.

"The Americas, through their history and deep-rooted traditions, cannot admit restriction on the freedom of action needed, within ethical practice, to govern the conduct and scope of the advertising professional.

"Based on these principles and in the face of any possible intent to undermine the principles of the social and economic structure of the Latin American nations, the Latin American advertising conference declares that the basis for all advertising activity stems from the respect of freedom and human rights, particularly freedom of expression; that advertising is intimately linked to private enterprise and free competition; that the advertising profession in Latin America rejects any interference which weakens these principles, and it reaffirms its intention, by means of its professional activities, to keep these principles safe; that Latin American advertising men do hereby manifest their opposition to any official regulations which restrict advertising activities."

■ Mr. Protzel also reported that the Latin American confederation formed in Lima is taking a firm shape. He said that more than 30 associations in 11 countries are represented. These are associations of advertisers, agencies and media.

Francisco Rizzuto, head of the Argentine Advertising Federation, has been elected president of the confederation. Geraldo Alonso, head of Norton Publicidad of Brazil, has been named 1st vp; Mr. Protzel is 2nd vp, and Alonso Lemus, Mexican adman, has been elected 3rd vp.

The Latin American Advertising Confederation will have a board meeting in Bogota next April, and it is planning to hold a full-scale convention in Sao Paulo next September.

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The New York-headquartered International Advertising Assn. has set two meetings for next year. The annual IAA convention will be held in New York, April 17-20. The biennial European conference will be staged in Madrid, Sept. 20-23.

The IAA also approved today a new chapter in Los Angeles. This gives the association 12 chapters around the world. The new chapter is headed by Edward Altshuler of Ascon Management Corp., Los Angeles. Organization of this first West Coast chapter was spearheaded by Albert Spitzer, head of the media representative company bearing his name.

• • •

Dorland S.A., Paris, the French affiliate of Benton & Bowles, has added several new accounts in recent months, among them Massey-Ferguson Ltd. and Hertz-Rent-A-Car. Hertz operates in Europe in combination with American Express, a U. S. client of Benton & Bowles. Massey-Ferguson is coordinating its European advertising through Lambe & Robinson-Benton & Bowles, London, with B&B affiliates on the Continent getting the nod. Massey-Ferguson, the largest manufacturer of farm equipment in France, recently opened a new 360,000-sq. ft. factory in Beauvais, 45 miles north of Paris.

Also on the move in Europe is Procter & Gamble, reported to be negotiating for a new German plant site near Frankfurt. P&G has been moving market-by-market in Europe. It has yet to tackle Germany, where Henkel and Lever are strongly entrenched. Young & Rubicam's Frankfurt office will be handling the P&G invasion. Soap and detergent advertising in West Germany is now running close to $25,000,000 a year.

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Complaints about the "Americanization of our economy and culture" are heard all around the globe. One of the latest beefs comes from Australia, where that country's largest agency, George Patterson Pty. Ltd., has paused once again to note the U.S. domination of tv programming. In its latest "Television & Radio Report," the Patterson agency laments not only the lack of local programming but the tendency of Australians to imitate. The following are some of the agency's caustic comments:

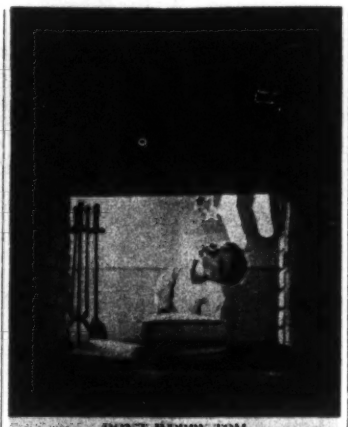
"One of the most undesirable aspects of local programming in the variety field is the studied aping of American styles and accents among 'popular' singers. Whether this conscious imitation is merely a confession of inadequacy by the performer or whether it stems from direction by producers is unknown. But whatever the reason, it affords an unhappy commentary on the apparent inability of many Australian youngsters to contribute anything original or worth while to this expanding entertainment field.

"It must be very discouraging to people who have a genuine interest in fostering the not inconsiderable talents that are around us to view the nauseous spectacle of teen age Woolloomooloo Yank wiggling, wobbling and warbling through some sexy song stanza in foreign garb, borrowed dialect and imported hip movement." #

Lorillard Names Temple Chief Executive Officer

Harold F. Temple, president of P. Lorillard Co., has been named chief executive officer of the company, succeeding Lewis Gruber, who has reached retirement age at 65 but will continue in his present post as chairman.

Mr. Temple has been president since January, 1959, and will retain that office. He joined the company 30 years ago as a salesman, and has played a major role in introducing Kent, Newport, Old Gold Straights and Old Gold Spin filter.



CHRISTMAS SPIRIT—*The Berkeley, Cal., chamber of commerce has been running ads in the Berkeley Gazette and Review to promote sales for merchants. Kennedy-Hannaford is the agency.*

J. E. Montgomery, Pit & Quarry Board Chairman, Dies

CHICAGO, Dec. 13—James E. Montgomery, 76, chairman of the board of Pit & Quarry Publications, died Sunday in Lutheran General Hospital, Park Ridge.

Mr. Montgomery joined the Pit & Quarry organization in 1933. He became ad manager, was elected a vp in 1945, a director in 1947 and president in 1951. In 1954 he was elected board chairman.

■ He was born in 1884 in East Carrol Parish, La. He once worked for *Contractor Magazine* as an editor, and later became vp of International Trade Press, publisher of *Concrete Products, Cement Mill & Quarry* and other publications.

Pit & Quarry Publications publishes *Pit & Quarry, Modern Concrete, Pit & Quarry Handbook, Concrete Industries Yearbook* and *Equipment Distributors Digest.*

HARRY LAVENDER

WINNIPEG, Dec. 13—Harry Lavender, 78, known in some quarters as dean of Winnipeg admen, died in a Winnipeg hospital Dec. 3. He was manager of Cockfield, Brown & Co.'s Winnipeg office until his retirement in 1947. He remained consultant of the agency, and was active in the office until two days before his death.

Mr. Lavender was born in England and received his education there. In Canada since 1903, he began his advertising career in the ad department of *Farmers Advocate* and was transferred to its Winnipeg office in 1908. In 1912, Mr. Lavender moved over to MacPherson-McCurdy, and had become its manager before the agency merged with Cockfield, Brown in 1930. #

Display Consultants Formed

Harve Ferrill and Robert G. Swan have formed Display Consultants Inc., with offices at 860 N. Wabash Ave., Chicago. The company will specialize in sales training programs, sales meetings, exhibits and show rooms, expendable displays, store promotion, sales manuals, presentation materials, store planning, permanent displays and fashion displays. Mr. Ferrill formerly operated his own display business in Chicago. Mr. Swan, a former art teacher at Stevens College, most recently was with W. L. Stensgaard & Associates and Associated Display Service.

Nielsen Network TV

Two Weeks Ending Nov. 20, 1960

Copyright by A. C. Nielsen Co.

*Nielsen Total Audience**

TOTAL HOMES REACHED

Rank††	Program	Homes (000)
1	Gunsmoke (Liggett & Myers, Sperry Rand, CBS)	18,668
2	Wagon Train (Ford, National Biscuit Co., R. J. Reynolds, NBC)	18,577
3	Bob Hope Show (Buick, NBC)	17,764
4	Election Returns—10 p.m. (Several sponsors, NBC)	16,950
5	Election Returns—9:30 p.m. (Several sponsors, NBC)	16,453
6	Election Returns—9 p.m. (Several sponsors, NBC)	16,091
7	Election Returns—10:30 p.m. (Several sponsors, NBC)	16,091
8	Election Returns—8:30 p.m. (Several sponsors, NBC)	15,730
9	Have Gun, Will Travel (Lever Bros., Whitehall, CBS)	15,278
10	The Untouchables (Several sponsors, ABC)	14,916
11	Rawhide (Several sponsors, CBS)	14,735
12	Election Returns—8 p.m. (Several sponsors, NBC)	14,690
13	Election Returns—11 p.m. (Several sponsors, NBC)	14,600
14	Ed Sullivan Show (Colgate, Eastman Kodak, CBS)	14,554
15	Election Returns—7:30 p.m. (Several sponsors, NBC)	14,283
16	Harry Belafonte (Revlon, CBS)	14,102
17	The Real McCoys (Procter & Gamble, ABC)	13,967
18	Dennis the Menace (Kellogg, Best Foods, CBS)	13,831
19	77 Sunset Strip (Several sponsors, ABC)	13,650
20	Election Returns—9:30 p.m. (Westinghouse, CBS)	13,605

PER CENT OF TV HOMES REACHED†

Rank	Program	Homes (%)
1	Gunsmoke (Liggett & Myers, Sperry Rand, CBS)	41.3
2	Wagon Train (Ford, National Biscuit Co., R. J. Reynolds, NBC)	41.1
3	Bob Hope Show (Buick, NBC)	39.3
4	Election Returns—10 p.m. (Several sponsors, NBC)	37.5
5	Election Returns—9:30 p.m. (Several sponsors, NBC)	36.4
6	Election Returns—9 p.m. (Several sponsors, NBC)	35.6
7	Election Returns—10:30 p.m. (Several sponsors, NBC)	35.6
8	Election Returns—8:30 p.m. (Several sponsors, NBC)	34.8
9	Have Gun, Will Travel (Lever Bros., Whitehall, CBS)	33.8
10	The Untouchables (Several sponsors, ABC)	33.0
11	Rawhide (Several sponsors, CBS)	32.6
12	Election Returns—8 p.m. (Several sponsors, NBC)	32.5
13	Election Returns—11 p.m. (Several sponsors, NBC)	32.3
14	Ed Sullivan Show (Colgate, Eastman Kodak, CBS)	32.2
15	Election Returns—7:30 p.m. (Several sponsors, NBC)	31.6
16	Harry Belafonte (Revlon, CBS)	31.2
17	The Real McCoys (Procter & Gamble, ABC)	30.9
18	Dennis the Menace (Kellogg, Best Foods, CBS)	30.6
19	77 Sunset Strip (Several sponsors, ABC)	30.2
20	Election Returns—9:30 p.m. (Westinghouse, CBS)	30.1

*Nielsen Average Audience***

TOTAL HOMES REACHED

Rank	Program	Homes (000)
1	Gunsmoke (Liggett & Myers, Sperry Rand, CBS)	17,538
2	Election Returns—9:30 p.m. (Several sponsors, NBC)	15,775
3	Election Returns—10 p.m. (Several sponsors, NBC)	15,639
4	Wagon Train (Ford, National Biscuit Co., R. J. Reynolds, NBC)	15,549
5	Election Returns—9 p.m. (Several sponsors, NBC)	15,458
6	Election Returns—8:30 p.m. (Several sponsors, NBC)	14,871
7	Election Returns—10:30 p.m. (Several sponsors, NBC)	14,419
8	Bob Hope Show (Buick, NBC)	14,148
9	Have Gun, Will Travel (Lever Bros., Whitehall, CBS)	14,148
10	Election Returns—8 p.m. (Several sponsors, NBC)	13,831
11	Election Returns—11 p.m. (Several sponsors, NBC)	13,244
12	Election Returns—7:30 p.m. (Several sponsors, NBC)	12,882
13	Election Returns—9:30 p.m. (Westinghouse, CBS)	12,792
14	Dennis the Menace (Kellogg, Best Foods, CBS)	12,746
15	The Real McCoys (Procter & Gamble, ABC)	12,701
16	Election Returns—9 p.m. (Westinghouse, CBS)	12,385
17	Rawhide (Several sponsors, CBS)	12,340
18	Price Is Right—8:30 p.m. (Lever Bros., Speidel, NBC)	12,114
19	The Untouchables (Several sponsors, ABC)	11,933
20	Ed Sullivan Show (Colgate, Eastman Kodak, CBS)	11,933

PER CENT OF TV HOMES REACHED†

Rank	Program	Homes (%)
1	Gunsmoke (Liggett & Myers, Sperry Rand, CBS)	38.8
2	Election Returns—9:30 p.m. (Several sponsors, NBC)	34.9
3	Election Returns—10 p.m. (Several sponsors, NBC)	34.6
4	Wagon Train (Ford, National Biscuit Co., R. J. Reynolds, NBC)	34.4
5	Election Returns—9 p.m. (Several sponsors, NBC)	34.2
6	Election Returns—8:30 p.m. (Several sponsors, NBC)	32.9
7	Election Returns—10:30 p.m. (Several sponsors, NBC)	31.9
8	Bob Hope (Buick, NBC)	31.3
9	Have Gun, Will Travel (Lever Bros., Whitehall, CBS)	31.3
10	Election Returns—8 p.m. (Several sponsors, NBC)	30.6
11	Election Returns—11 p.m. (Several sponsors, NBC)	29.3
12	Election Returns—7:30 p.m. (Several sponsors, NBC)	28.5
13	Election Returns—9:30 p.m. (Westinghouse, CBS)	28.3
14	Dennis the Menace (Kellogg, Best Foods, CBS)	28.2
15	The Real McCoys (Procter & Gamble, ABC)	28.1
16	Election Returns—9 p.m. (Westinghouse, CBS)	27.4
17	Rawhide (Several sponsors, CBS)	27.3
18	Price Is Right—8:30 p.m. (Lever Bros., Speidel, NBC)	26.8
19	The Untouchables (Several sponsors, ABC)	26.4
20	Ed Sullivan Show (Colgate, Eastman Kodak, CBS)	26.4

* Homes reached by all or any part of the program, exccept for homes viewing only one to five minutes.

†† Because of the large number of election-returns segments appearing among the top sponsored network television programs, the rankings have been expanded from 10 to 20 programs for this report interval only.

** Homes reached during the average minute of the program.

† Percented ratings are based on tv homes within reach of station facilities.

UP

What's up with PURCHASING Magazine? Just about everything but advertising rates. Up 361 ad pages in 1960 over 1959. That's a healthy 10.4% increase. Up to a record (for us) 3798 ad pages for the year. Up above 30,000 circulation for the first time. Up to a new high in editorial excitement and thoroughness. Up to a new level of physical attractiveness. Up to our ears in documented proof of leadership. Want to sign up with the leader in 1961?

PURCHASING
MAGAZINE
Sells the man who buys

NBP A Conover-Mast publication • 205 E. 42nd St., New York 17, N.Y. BPA

The Advertising Market Place

Rates: $1.25 per line, minimum charge $5.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper & lower case 40 per line. Add two lines for box number. Closing deadline: Copy in written form in Chicago office not later than noon, Wednesday 5 days preceding publication date. Pacific Coast Representative (Classified only): Classified Departments, Inc., 4041 Marlton Ave., Los Angeles, 8. Axminster 2-0287. Closing deadline Los Angeles: Monday noon, 7 days preceding publication date. Display classified takes card rate of $18.75 per column inch, and card discounts on size and frequency apply.

AVERAGE PAID CIRCULATION FOR 6 MONTHS ENDING JUNE 30, 1960 **49,928**

HELP WANTED

ADVERTISING SALESMAN

New England—New York area. Prefer man with some experience in advertising space sales and knowledge of industry. Please send resume to **Richard H. Putman, Putman Publishing Co., 111 E. Delaware Pl., Chicago 11, Ill.**

Over 20,000 circulation trade magazine is seeking national advertising sales manager. Sell yourself to us; including monetary arrangements.

Box 4360, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

SALES PROMOTION MANAGER

Established, fast growing consumer product line of large industrial manufacturer needs aggressive and imaginative promotion manager. Product is sold through distributor, dealer and chains in the hardware, drug, automotive supply, radio-TV, electrical appliance and variety fields. Successful applicant will have a flair for planning, producing and using broadsides, stuffers, catalog sheets, dealer presentations and the whole gamut of point of purchase materials. Must be able to write snappy copy and make good rough layouts. Age 28-40. Applicants reply to: **Advertising Manager, P. R. Mallory & Co., Inc., 3029 East Washington Street, Indianapolis 6, Indiana**

EXECUTIVE & CLERICAL
EXPERIENCED & TRAINEE
Publishers Employment
409 E. Ohio St., Chicago Su 7-2255

ADVERTISING MANAGER FOR EXPANDING INTERNATIONAL AIRLINE

Experienced, imaginative and able to supervise extensive advertising program. Please submit complete resume. All Replies held in strict confidence.

Box 4385, ADVERTISING AGE
630 Third Ave., New York 17, New York

ARTIST

Have talent—will travel? Relocate in Cleveland, Ohio. Career opportunities for Artist possessing sensitive drawing, exciting color, stimulating design, and imaginative concepts. Salary, air-conditioned studios, employee benefits. Send detailed resume including salary requirements and original art samples to **Robert Hawthorne, Director, Art Training, American Greetings Corp., 12201 Elmwood, Cleveland 16, Ohio.**

DIRECT MAIL

Factory office selling sundries. Every business and segment nationally—has spot for mature resourceful worker. **401 Presbyterian Bldg., Nashville, Tenn.**

MOLENE PERSONNEL SERVICE

publicity ..... editors
adv. managers ..... copywriters
artists ..... media ..... production ..... sales
"All is grist which comes to our mill"
ANdover 3-4424, 105 W. Adams St., Chgo 3

SPACE SALESMAN: A real opportunity for an energetic self-starter. One for Eastern territory, New York, Philadelphia and New England states. One for Pittsburgh, Cleveland and Detroit area. New national monthly publication, ELECTRICAL MAINTENANCE & ENGINEERING, whose audience will be the general industrial manufacturing plant electrical departments. No direct competition. Would prefer men with experience in this field, but not necessary. If interested write to **ELECTRICAL MAINTENANCE & ENGINEERING, Box 94, Crystal Lake, Ill.**

A SPECIAL MESSAGE
TO THE SMALL OR 1-MAN AGENCY
Start '61 with new drive

If the major part of your income is going for operating expenses, you may be just the man we're looking for as the 4th leg to our stool. We have modern Michigan Ave. offices with top talent helping each other and ready to help you. Write.

Box 4386, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

LAYOUT AND PRODUCTION MAN

Opportunity awaits experienced layout and production man on staff of current events periodical for parochial grade schools. Write and tell us of your experience and background. You may be the energetic and ambitious idea man that we want.

Editor
YOUNG CATHOLIC MESSENGER
38 West Fifth Street, Dayton 2, Ohio

HELP WANTED

ART DIRECTOR COPY WRITER

Growing Agency needs two top people to keep on growing. Need Art Director and Experienced Copy Writer to work on Consumer, Farm and Industrial accounts. Write stating experience and salary desired. **Carl N. Poole, JACOBSON ADVERTISING, 327 Michigan Avenue, Sheboygan, Wisconsin**

ADVERTISING PUBLIC RELATIONS & PUBLISHING JOBS AVAILABLE
Mr. Love
f. w. BARNHOLDT & Associates
185 N. Wabash Chicago 1 FR 2-0115

ADVERTISING SPACE SALESMAN—JR.
—Chicago—

For mail order sales on national magazine. Mail order exp. pref. Opportunity for growth. Salary.
Apply 221 N. LaSalle St. Rm. 1638

COPYWRITER to write sales promotion copy for Chicago industrial magazines. Experience in space selling and publication promotion desirable.

Box 4387, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

TRAFFIC MANAGER—Advertising agency needs girl with production traffic control background, to set up and maintain traffic department. Previous experience in agency or advertising department essential. Excellent salary. Reply to

Box 4388, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

COPYWRITER—Fast-growing, Chicago advertising agency needs, strong, direct mail and print writer, with a record of success. Excellent starting salary. Unusual growth opportunities. A decision will be made on this job by January 1st. Send resume to

Box 4389, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

WANTED . . . COPYWRITER

. . . a real pro . . . a rounded advertising man. This agency is nationally known and respected. We want a man who can analyze a product, its market and think in terms of a fully realized promotion for it. This is not for beginners. Some recognizable credits are required. We'll pay well for your talents. Next Christmas could be much better for you. Write

Box 4390, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

FOR A SPECIAL GIRL

A challenging job for a top-flight secretary who wants to expand her orbit. Ours is a small, busy, fast-growing image building agency. Here's fun, but plenty of work. Strict confidence for complete information.

Box 4391, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

WANTED: Advertising promotion man, preferably with business publication experience. Must be strong on copy and ideas. Capable of planning and writing general promotions, special issue promotions, direct-mail, sales helps, etc. for successful, well-established publishing company. State salary requirements and full qualifications.

Box 4397, ADVERTISING AGE
630 Third Ave., New York 17, New York

WANTED: GIRL FRIDAY
TOP L.A. ADVERTISING AGENCY

Experienced advertising typist. Speed 60 w.p.m. Accuracy essential. No shorthand. DUnkirk 3-1266, Los Angeles

CREATIVE COPYWRITER

This is an excellent opportunity for a self-starter copywriter to get in on the ground floor of a fast-moving agency. Must have ability to create and write complete campaigns, including media and all types of collateral material. Opportunity to head up copy department. Must be able to produce selling copy. Excellent salary for right person. Agency is located in own building in Chicago.

Box 4398, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

BIRCH Personnel Service, Inc.

The Midwest's outstanding placement service for Adv. • Art & allied fields.

By appointment only
67 E. MADISON • SUITE 1418
CHICAGO 2, Ill.
CEntral 6-5670

WANTED: LAYOUT/TYPOGRAPHY/ART DIRECTOR FOR BUSINESS PAPERS

I have two business papers in the Chicago area which are well established, well known and excellently edited, but they are weak on layout, visualization and graphic presentation. I want a man who knows editorial layout and who has a working knowledge of typography and graphic presentation. He'll be a member of the editorial staff, with no involvement in the crass commercialism of either advertising or circulation departments.

If you're interested, give your experience, background and a general idea of your salary requirements in absolute confidence to Box 497, Advertising Age, 200 E. Illinois St., Chicago 11, Illinois.

POSITIONS WANTED

ADV. MGR. ASS'T. OR A.E.

Man, 31, family, marketing major, 8 yrs. experience in all phases of advertising, desires position with company or agency. Available Now!

Box 4370, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

FREE LANCE
LAYOUT & PRODUCTION

Do you need expert assistance in producing your booklets, ads, packages and other printed matter . . . or TV Commercials. Contact—
T. J. McLoughlin MI 2-3655
619 N. Michigan Ave., Chicago 11, Ill.

FREE LANCE PUBLIC RELATIONS

Seasoned newspaperman offers taste and economy for Chicago clients.
PRESS DIRECTIONS, Room 1914, 343 S. Dearborn St., P. O. Box 1359, Chicago 90.

FREE LANCE BUSINESS MAG A.D.

Upgrade visual content without expensive staffer. Editorial idea man, engineering background. Money-saving production advice, knows imposition, contract analysis. Free initial critique. NYC area.

Box 4392, ADVERTISING AGE
630 Third Ave., New York 17, New York

WINDOW SHOPPING ADV/PROMOTION

Imaginative, resourceful, experienced pharmaceutical creative communicator: ads, d.m., exhibits, p.r., films, A-V.

Box 4395, ADVERTISING AGE
630 Third Ave., New York 17, New York

PRES. MIDWEST AD. AGENCY SEEKS EXEC. POSITION WARM CLIMATE

After 20 years in agency field, 15 as head of own $1,000,000.00 still successful agency, all in cold climate, MUST move to warm weather because of family. College graduate, 42 years young, versatile, all around, experienced executive with thorough knowledge of advertising, sales, publishing and broadcasting. Seek immediate position as account executive, agency branch manager, space or time representative . . . or, other position demanding TOP EXECUTIVE and administrator. If you want a successful man who knows the business and knows it well, I'M YOUR MAN. Starting compensation on contract $25,000.00 with over-write opportunity. Replies kept confidential. Write my attorney: **MORTON SILVER, 188 W. Randolph Street, Chicago**

SALES-ADV-MKTG V.P. IDEA MAN

Dynamic enthusiast on product, style, brand development—shoes, soft lines, pkg. chemicals—knows marketing channels. Authority on sales force standards, controls, tools, training & communications. Fits into team—can sell programs. 20 year policy level experience selling nation-wide brand dealers, volume houses, operating chain store and door-to-door sales people. Seeks change.

Box 4394, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

"I'M NOT . ."

a tailor, 'tho I weave words to clothe ideas. a seamster, but I untwine knotty problems. brilliant—I reply more on imagination. just seeking security, but a challenging Europe-based public relations job: to thread the needle with your present program or tailor it to suit new growth patterns.

Box 4396, ADVERTISING AGE
630 Third Ave., New York 17, New York

COMING SOON!

. . . perhaps to *your* city: a mid-thirtied ad man with small *and* large agency experience, with sales *and* management background, with art *and* copy ability. Available January 1st. Interested? Then send for resume'. Box 517, Advertising Age, 200 E. Illinois St., Chicago 11, Ill.

ADVERTISING EXECUTIVE WITH TOP-FLIGHT CREATIVE ABILITY

Seeks demanding position with major agency or advertiser. Outstanding consumer hard goods background includes experience handling well known major aircraft, marine and automotive products. Thorough knowledge of all phases of agency operation plus intensive marketing, advertising and sales promotion experience with leading manufacturers. Currently employed with one of the top ten 4A agencies in mid-five-figure position. Comprehensive resume on request. Box 27 R, 896, ADVERTISING AGE, 4041 Marlton Ave., Los Angeles 8, Calif.

NEW . . .
BUSINESS PAPER
REPRESENTATIVE

After nine years varied business paper experience, now establishing a sales agency to specialize in trade paper representation. Will cover **Midwest area** from Chicago on an intensive personal and promotion basis. Will give outstanding sales representation based on real media and market values. Want to hear from publishers of either established or new books that need solid, energetic, conscientious salesmanship in this territory. Resume and prospectus on request.

BILL MacLEOD
2706 E. 77th Street SAginaw 1-0130
Chicago 49, Illinois

REPRESENTATIVES WANTED

REPRESENTATIVES WANTED—
POINT OF SALE

Our company is one of the nation's leaders in the design and manufacture of quantity illuminated and non-illuminated plastic signs. We are seeking aggressive, hard hitting sales representatives in most of the nation's principal markets. Applicants should be doing business with large national accounts.

STANDARD MFG. CORP.
P.O. BOX 1250
EVANSTON, ILL.

REPRESENTATIVES AVAILABLE

PUBLISHERS REPRESENTATIVE
EXPERIENCED Successful

Can handle an additional Business Publication and give ample, efficient service and representation over Chicago and contiguous area

Box 4375, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

BUSINESS OPPORTUNITIES

ATTN: Direct Mail Companies & Space Sales Reps . . .
WANTED—(1) Direct Mail assistance on $100,000 advertising sales program
(2) Advertising space representatives in major U.S. markets for unbeatable sales opportunity in military market.
NAVAL AVIATION BIRTHDAY c/o Bob McHenry Box 688 Pensacola, Fla.

LONG ESTABLISHED regional trade journal for sale. Yearly gross $250,000.00. Currently paying owner-manager rate of $65,000.00 per year. Cash or merger would be considered. Write

Box 27 R 945, ADVERTISING AGE
4041 Marlton Ave., Los Angeles 8, Calif.

MISCELLANEOUS

ATTENTION ALL WRITERS! Authorship means prestige! Your short stories, articles, books, plays, will receive our prompt sales handling! Write immediately for free literature! **Literary Agent Mead, 915 Broadway, N. Y. C. 10.**

ADVERTISING AGENCY BUSINESS MANAGER

Unusual opportunity for internal management man in fast-growing Chicago based AAAA industrial advertising agency. Direct supervision 45 office service people. Administration of insurance and benefits program. Time-cost control. Purchasing. Development of personnel department and procedures. Supplier liason. Responsibility for building services and lease arrangements. Excellent opportunity for expansion of responsibility in general management.

Knowledge of advertising agency organization and department functions essential.

Our people know of this ad.

Write, giving age, education, business experience and salary requirements. Box 516, Advertising Age, 200 East Illinois St., Chicago 11, Illinois.

ACCOUNT EXECUTIVE For a Scientific Research Organization

This is not an advertising job. However, the same qualities that make a successful advertising account executive are highly desirable.

A degree is a must; preferably in engineering or science. Desired, in addition, is about five years experience in the general area of sales (services or high-unit-cost products).

The right man will have a lively interest in industry and a broad understanding of management problems. He will have proved his ability to establish friendly, long-term relationship with clients.

We think 35 is close to the top age limit because it will take some time to fully train the man of our choice. Starting salary is $10,000 to $15,000 with a most comprehensive benefits program.

We are a very large contract research organization, active and highly successful in practically all areas of science and technology. We need you (if you are our man) for *creative* regular liaison with sponsors of research.

We'll be glad to see your formal resume, of course, but we will need an informal letter about yourself, your ambitions, your qualities. We'll answer your letter and, if mutually satisfied, arrange to meet with you.

Box 525, Advertising Age
200 East Illinois St., Chicago 11, Ill.

PERSONNEL RESEARCH

Sales executive or advertising man wanted with $25,000 or part. Active or inactive. For key post in expanding national management and publishing firm. Build a satisfying, rewarding future. Exceptionally high earnings potential. Submit resume and financial references.
PR, BOX 38311, LOS ANGELES 38

SALES REPRESENTATIVES

Well established Point of Sale Manufacturer desires Sales Representation in the areas of Seattle, San Francisco, Dallas, New Orleans, Miami, Atlanta, Boston, Chicago and Detroit. Please send resume to:
Box 513, Advertising Age
200 E. Illinois St., Chicago 11, Illinois

MR. MAGAZINE PUBLISHER

Are you interested in a man who doesn't claim to have the panacea for all your problems but has sufficient experience and background to handle most of them?

This man who will soon be available either full time or consultant basis, is:

- Completely versed in national newsstand and subscription operations and personally knows all newsstand wholesalers.
- Aggressive business administrator.
- Coordinator of various departments for smooth flow of work to cut costs.
- Capable of inaugurating systems and forms to suit your requirements.
- Approven ability and success.

Further confidences will be exchanged in a personal interview.

Box 515, ADVERTISING AGE
630 Third Avenue, New York 17, N. Y.

EVERY AD AGENCY IN AMERICA—

—receives descriptions of men available through this organization.

Scores of ad agencies, in turn, tell us about their specific needs.

YOU benefit in both ways—if you're interested in re-location or personal betterment—or both.

Among our employer-clients' needs RIGHT NOW are—

MKT. RES. DIR.	$12,000
ASST. ART DIRECTOR	$12,000
DESIGNER	$10,000
LAYOUT ARTIST	$10,000
ACCT. EXEC. (Bldg. Mat.)	$20,000
ADV. MGR.	to $35,000
COPY WRITERS	$6,000 to $18,000

GOOD JOBS DON'T WAIT! Write, wire, phone or come in, quickly!

CLIFF KNOBLE, Consultant
Advertising—Marketing
CADILLAC ASSOCIATES, INC.
29 East Madison Bldg.
Chicago 2, Illinois
Financial 6-9400

SENIOR EDITOR

CONSULTING ENGINEER magazine is circulated among engineers in private practice in the United States, Canada, and Europe. Editorial content deals with professional and business matters of interest to the consultant as a businessman, and other matters useful to him as an engineer. The magazine is 8 years old, carries nearly 2,000 pages of advertising annually, and has a substantial growth potential.

To help maintain our high quality and unmatched reader interest, we need another editor with these basic qualifications:

Editorial experience — preferably with an engineering, construction or architectural magazine. Ability to write interestingly and accurately. Since applicant will be dealing with history, current events, foreign affairs, and business practices, as well as engineering subjects, he must have a wide range of interests and a good literary background. He must, within a reasonable time, be capable of handling anything now done by the editor or the managing editor. Considerable travel is required to call on readers, attend professional meetings, etcetera.

Salary is entirely open, and will depend on the applicant's current earnings as well as his education, experience, and other qualifications.

St. Joseph is the resort area of Michigan. Living conditions are ideal, with the very best of schools, hospitals, and all other facilities. We will pay relocation expenses.

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Giving, Receiving Yule Business Gifts Equally Unblessed, Some Companies Feel

(Continued from Page 3)

by exchange of gifts in business. It has, therefore, become policy to neither give nor receive business gifts."

■ Helene Curtis Industries has no restrictions on the receiving of business presents. The company's advertising department, on the other hand, has a rather unique and interesting plan for the giving of yuletide gifts. It gives gifts each year to employes of its agencies below the rank of vp. "Any guy who is a vp or higher usually has it made," one Helene Curtis adman said.

■ Armour & Co. three years ago decided to halt all Christmas gift receiving by its employes. In a letter to suppliers, C. V. Short, director of purchases, stated: "Our policy on gifts from suppliers, under these changing conditions, continues to be adequate—'that consideration in the form of gratuities is not only unnecessary, but not desired.' We appreciate your continued respect of this sentiment."

■ Standard Oil Co. (Indiana) has no written policy governing the receiving or sending of business gifts by employes, although tradition strongly discourages such practices. "This has been an unwritten law for many years," Standard said.

■ International Harvester Co. has maintained a longtime policy against the accepting of yule presents by employes. Letters reminding managerial personnel and suppliers of this policy are mailed out each year.

"No International Harvester employe should ever accept any gift of more than nominal value" is the heart of the company's policy. The company even frowns on the accepting of such items as candy, ties and cigars.

■ United Air Lines does not restrict the receiving of Christmas gifts by employes, but the company has a policy of not sending such presents. "We have never felt a need for having such a policy on receiving gifts," United said. "There is very little of this activity in the airline industry."

■ Abbott Laboratories does not allow employes to take yule presents. In a letter to suppliers, G. H. Reinier, director of purchases, said: "We remind you, too, of our long established policy of no commercial gifts or favors for any of our employes at any time. We know that you will want to respect this policy and avoid any embarrassment that might result from its oversight."

■ Wm. Wrigley Jr. Co. has an "unwritten understanding" with its employes that business gifts should not be accepted. "We trust the good judgment of our people," Wrigley said. "We have an understanding about business gifts which is faithfully observed by our people."

■ Alberto-Culver Co. has no written policy governing the receiving of business presents, although the company generally "frowns" on the acceptance of such items.

■ Fitzgerald Advertising Agency, New Orleans and Dallas, has barred its employes from receiving Christmas gifts and now contributes money to a charity instead of giving gifts to clients.

In a letter to media representatives, the agency said: "May we seek your cooperation in what may be to many people a touchy subject—Christmas gifts. For many years, this agency had the usual elaborate client gift system—ranging from handsome liquor cases down to the usual fruit boxes.

"Several years ago we stopped this practice completely. We now send letters to clients announcing that the agency has made a substantial contribution to the New Orleans United Fund in lieu of our previous annual Christmas gifts. This has met with uniform appreciation among our clients.

"Accordingly, we believe that the agency's position among its own clients dictates that we ask our media friends to refrain from sending Christmas gifts to Fitzgerald personnel."

■ American Tobacco Co. has had a policy formulation for several years which spells out its attitude toward the acceptance of gifts by its employes. A couple of months ago this was put in the form of a memo and sent to key employes. This is done periodically. There was no mailing to suppliers, but company executives make the policy known to them. No specific mention was made of Christmas gifts in the recent memo. It stated:

"Gifts or entertainment from individuals or firms with whom the company has business relationships, in excess of normal and reasonable business courtesies, and which may thereby place the employe under obligation to a vendor or contractor or other person soliciting the company's business, should not be accepted by purchase or sale of materials, supplies, services, company products or other property to or from the company or its subsidiaries.

"It is not intended to prevent the exchange of normal and reasonable courtesies extended between business men or the receipt of items in the form of recognized institutional advertising and sales promotion. In doubtful or borderline cases, the employe should consult his superior, especially in cases where courtesies offered appear to be extravagant."

■ Philip Morris Inc. has no policy about the acceptance of gifts. As one company executive explained, "We haven't had any real need. We are not in an industry where gifts are a problem."

■ The public relations officer of one large consumer goods manufacturer said there was a certain amount of hypocrisy involved in pronouncements from companies forbidding employes to accept gifts. He recalled that last year, after the networks issued their no-gift policies, employes who received gifts at the office returned them. However, he added, executives who received gifts delivered to their homes "somehow never go around to returning them."

■ Pepsi-Cola Co., New York, reported that it has no "flat policy" on Christmas gift giving. The matter is left to the discretion of individual executives.

However, the company added that if an executive does receive a "lavish" present from a supplier—one that is "obviously out of line"—he is expected to return it. "We have found," the company explained, "that lavish presents usually mean that we will be paying more for the products and services we buy."

■ At General Electric Co., there is no companywide written policy, but it has been generally understood for a long time that no one should give or receive gifts of a substantial nature. Although the company itself has never put out a formal statement, some departments in the past have written their suppliers and employes to this effect.

For its own customers, GE has two gifts which the field salesmen distribute each year—a wall calendar, usually picturing GE products, and a pocket diary. "And neither of these could ever be called substantial," GE said.

■ The *New York Times*, which last year for the first time asked its staffers not to accept Christmas gifts of "substantial value," has made the ban all-inclusive this year. A memo from the publisher, Arthur Hays Sulzberger, expressed the hope that "all gifts" would be returned. The newspaper had two letters prepared. The first was sent to companies usually doing business with the *Times*, to apprise them of the gift ban; the second was for the use of staffers, to accompany returned gifts.

■ Lever Bros. said it has no "spelled out black-and-white code" on the subject of accepting gifts and leaves the decision to "the discretion and good sense" of its executives. At the purchasing level, the company manual suggests that purchasing agents not accept gifts or entertainment from suppliers which would obligate them. For itself, Lever distributes a selection of company products at Christmas time.

■ Warner-Lambert Pharmaceutical Co. has no formal policy but "discourages the acceptance of gifts by employes by letting them know verbally that the company prefers them to refuse. New employes are asked to tell their former benefactors about the W-L preference.

■ Borden Co. said it has no specific policy on the giving or receiving of Christmas gifts. Milton Fairman, director of public relations, said the company plans to continue to distribute its usual gift box of Borden products. However, gift giving varies from division to division, he said, adding, "In the milk business, with its narrow margin of profit, we are not accustomed to giving lavish gifts."

■ The General Foods Corp. manual of policy and procedure says, "Employes are not to accept, at any time of the year, gifts, entertainment or favors—other than those of merely minor value—from anyone with whom they do business, or may do business, on behalf of the company."

The responsibility for disseminating this information, internally and externally, is up to the company's general managers and department heads.

■ Revlon Inc. said its employes are not permitted to accept gifts from anyone with whom Revlon does business. There is no notification of this to suppliers, but all employes are expected to say no, and most Revlon suppliers are familiar with this policy, it was reported. #

Hardy Resigns JWT Post

Ross Hardy, for many years senior writer and creative chief in the San Francisco office of J. Walter Thompson Co., has resigned, effective Jan. 1. Mr. Hardy, who did not announce his future plans, said he chose to remain in the West rather than accept transfer to an eastern office of the agency.

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Nothing Sleepy About GE's Clock Swap Plan

(Continued from Page 3)
during which time emphasis was placed on obtaining as much local newspaper advertising as possible. In addition, GE's "College Bowl" tv program featured "Snooz-Alarms and the trade-in offer.

"The overwhelming retail participation was best reflected by the flood of tie-in newspaper advertising on this trade-in," Mr. Bradford said. "When all the ads were received from our checking bureau, we learned that this advertising gave us a volume double that of the comparable period in the preceding year. Sales of Snooz-Alarm clocks were 20% greater than our most optimistic forecast.

■ "Participating retailers created considerable good will by donating the old, returned clocks to charitable organizations, since we did not require that these clocks be returned to the company."

A special problem facing GE was to obtain maximum retail advertising support during the Christmas selling season, during which 50% of all clock sales are made, Mr. Bradford said. "We agree that our normal cooperative advertising allowances, although effective, would not bring about the amount of local retail advertising and resultant sales that we were looking for."

As a result, GE created a 100% paid ad plan. "In addition to our regular cooperative advertising plan, which allowed distributors to change two-thirds of the cost of their retailers' advertising to their cooperative accruals, we offered to pay the remaining third of the distributors' cost out of a special promotional fund. The distributor would normally have to pay this third out of his own advertising budget.

"Under this new 100% paid plan, GE would pay it, provided these principal requirements were met:

"1. The distributor must have sold the retailer General Electric clocks equal in dollars to twice the value of the proposed advertisement.

"2. At least one-half the models in the ad must be clocks appearing in our own national advertising.

"At a cost equal to one-half more than our normal cooperative allowances, we received three times more tie-in advertising linage than during the previous Christmas season.

"A great number of these advertisements contained better-than-average copy, attractive layouts, and were run with our suggested list prices.

"This barrage of newspaper advertising has continued almost unabated during 1960. Our first nine-months' linage in 1960 was 83% ahead of a year ago. We feel that much of this remarkable increase can be attributed to the advertising explosion set off under the 100% paid advertising plan of last year," he said.

■ Mr. Bradford added that in planning the fall sales campaign, GE introduced an incentive plan to get distributor salesmen to "single out GE clocks from the hundreds of items they were selling." Under this plan, the "trip or treat" system, point values were established for clocks sold by distributor salesmen. Each new model sold was worth two points and all others one point each. At the end of the contest, accumulated points could be converted, either into air travel mileage or into gift packages of Crosse & Blackwell food.

The incentives not only hiked distributor sales 35% over the previous year's billings for the period, but brought big prizes to winning salesmen. One Los Angeles salesman won enough air miles to take his wife and family for a vacation in Hawaii, with enough mileage over for a trip to Las Vegas.

"In Boston there is a man who probably is still trying to eat his way through the two tons of food he won with his 'treat' points," Mr. Bradford added.

The incentive plan was repeated in June, July and August this year "with the same spectacular results," he said. #

Rural Electric Co-ops Will Back Electric Living Push

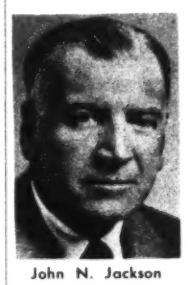
(Continued from Page 3)
step toward flameless, modern, living in the Total Electric Gold Medallion Home." Remodeling of old homes to meet Gold Medallion standards will be stressed along with top quality new home construction, NRECA reported.

During the year, rural electric co-ops will offer cash incentives, credit cards, and free wiring to encourage use of appliances. Specific promotions for laundry and water heaters are scheduled for February, March and April; refrigerator-freezer and air conditioners for mid-May through mid-July; all-electric kitchens in August and September; and small appliances mid-October through mid-December.

General promotions include year-round campaigns for electric heating; March, April, and May for water systems; and January, February, March, September, October, and November for lighting. #

Chirurg & Cairns Names Jackson Senior A.E.

John N. Jackson has joined Chirurg & Cairns, Boston, as a senior account executive. For the past two years, he was exec vp of Wesley Associates. Prior to joining Wesley in 1958, he was a group supervisor for three years of Ogilvy, Benson & Mather.


John N. Jackson

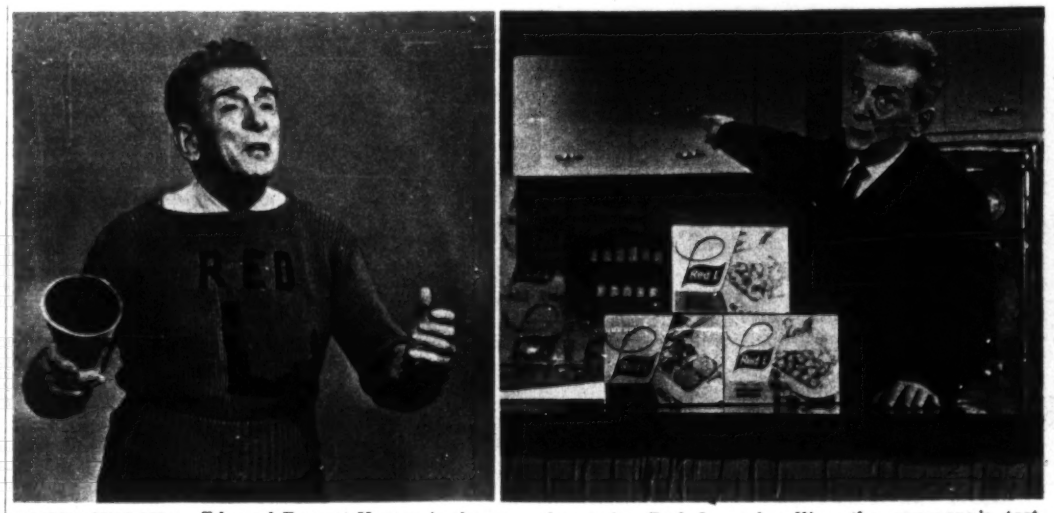
Chirurg & Cairns also has named John Harvey to its Boston copy department. Mr. Harvey formerly was a copywriter with Burvill & Cox Advertising and ad director of Employees Group Insurance Co.

Kline Joins Willmarth

Doyle Kline, formerly press secretary and speech writer for Sen. Clinton P. Anderson (D., N. Mex.), has joined Willmarth, McCaffrey & Co., Albuquerque, as vp and treasurer. He will be in charge of a new public relations department in the agency. Naomi Golodner, formerly on the public relations staff of Farrell Steamship Lines, New York, will assist him in the pr department.

Haight Leaves M-E Productions

George Haight has resigned as senior vp in charge of the Hollywood office of M-E Productions, tv-radio arm of McCann-Erickson. Thomas Greenhow, a vp in Hollywood, has been placed in charge of that branch. Mr. Haight said that he will go back into tv production.



HORTON SELLS RED L—*Edward Everett Horton is shown in commercials he recently completed for Red L. Foods. These spots show the actor giving three cheers for Red L, and selling the company's test kitchen. They will be run in five markets, starting in January, with more markets to be added later.*

Red L Foods Launches Fishy Campaign on Six TV Stations

NEW YORK, Dec. 14—Red L Foods Corp., which has been gaining attention in the East with its off-beat, humorous television commercials, has developed a new series of nine taped spots with Edward Everett Horton.

The manufacturer of frozen seafood dinners will start the new series on six stations in five markets in January, with a number of other markets to be added soon after. The five-week schedule on WCBS-TV, New York, will start Jan. 22 and will include 13 spots per week.

On the other five stations, the five-week run will get under way Jan. 5. Seven spots per week will be used on WNBC-TV, New York; 15 each week on WBZ-TV, Boston; 11 on WTIC-TV, Hartford, Conn.; 15 on WTEN-TV, Albany; and 11 on KDKA-TV, Pittsburgh.

■ Although the campaign doesn't formally get under way until next month, Red L ran four 10-second spots on WCBS-TV only during the past week in a special merchandising stunt. Before the ads were run, about 60 teaser letters were sent to Red L buyers in the New York area.

The letters requested buyers to tune into WCBS-TV at specific times to see the new top executive which Red L had hired. Those who recognized Mr. Horton were asked to call the company for a free "seafood inspector's kit." The gag prize contained a diving mask and fins, with an invitation to visit the spot where Red L seafood are caught.

Smith/Greenland Co., Red L's agency, shot all nine commercials in one day at a total cost of less than $30,000, including talent. The series is comprised of three one-minute ads, three 20-second spots and three station identification breaks.

Red L had decided to build its new series around one star for greater impact at lower cost. Mr. Horton was selected because he was nationally known and yet did not suffer from over-exposure on the tv screen.

The agency was faced with several problems during the creation and production of the commercials. Because Mr. Horton was on the road with the play, "Springtime for Henry," all changes in scripts had to be forwarded to him to memorize.

■ Sixty-five packages of Red L seafood dinners were needed for shooting the commercials. As the agency and client would use no artifices, the dinners had to be kept frozen and then prepared on location. Smith/Greenland arranged to have the food stored in a bar and grill near the taping studio. Then the agency had to persuade the barkeeper to open three hours early on the Sunday of the shooting so that the dinners could be obtained as needed.

When a revision was made in one of the 20-second spots, it created another stumbling block. To provide a smoother transition from Mr. Horton in an office in one scene to a shopper in a supermarket, it was decided after a runback of the taped spot, to show Mr. Horton with a telescope looking from his window to the supermarket.

To save valuable shooting time before a telescope could be found on a Sunday, a prop man knocked out the bottom of a coffee cup and placed it over the lens for the desired effect. The taping was thereby continued while a real telescope was located for the scene with Mr. Horton at the window.

In one of the minute spots showing Mr. Horton in a test kitchen, he complains, "I tested my Red L scallop dinners; fish cakes, food are perfectly delicious, too. There's nothing left to test. Does anyone want to buy my Red L test kitchen to build a house around?" As he points to the Red L wallpaper, he adds, "Of course, the wallpaper is a little commercial." #

November Advertising Volume in Business Publications

November/*Volume 7.3% (in pages) under 1959*

Industry Division	1960	1959	Page Change	Percent Change
Manufacturing	15,410	16,086	— 676	— 4.2
Transportation	3,417	3,729	— 312	— 8.4
Mining	624	708	— 84	— 11.9
Petroleum & Gas	1,922	2,049	— 127	— 2.8
Construction	5,888	6,841	— 953	— 14.0
Food	1,568	1,640	— 72	— 4.4
Services & Distribution	4,306	4,752	— 446	— 9.4
Institutional	3,128	3,299	— 171	— 5.2
Government	479	475	+ 4	+ 0.8
Export-Import	1,118	1,279	— 161	— 12.6
Farm Eqpmt. Distrbn.	176	194	— 18	— 9.3
Total	**38,036**	**41,052**	**— 3016**	**— 7.3**

Year-to-date/*Volume 0.3% (in pages) over 1959*

Industry Division	1960	1959	Page Change	Percent Change
Manufacturing	162,928	157,580	+5348	+ 3.4
Transportation	38,641	38,074	+ 567	+ 1.5
Mining	7,826	8,007	— 181	— 2.3
Petroleum & Gas	20,846	22,322	—1476	— 6.6
Construction	78,405	80,294	—1889	— 2.4
Food	17,305	17,751	— 446	— 2.5
Services & Distrbn.	49,194	49,573	— 373	— 0.8
Institutional	32,817	32,517	+ 300	+ 0.9
Government	5,684	5,762	— 78	— 1.4
Export-Import	12,486	12,852	— 366	— 2.8
Farm Eqpmt. Distrbn.	2,298	2,501	— 203	— 8.1
Total	**428,430**	**427,233**	**+1203**	**+ 0.3**

Business Papers Show 7.3% Ad Drop in November: 'IM'

CHICAGO, Dec. 14—Following a pattern started last June, business publication advertising page volume last month again trailed the level set in the same month last year. The 7.3% page volume decline from year-ago levels makes the November, 1960, drop the largest for this year.

On a year-to-date basis, page volume is still on the plus side, but the margin has narrowed to a scant 0.3% over the comparable total for 1959.

These figures are based on reports from 352 selected publications which supply figures for *Industrial Marketing's* monthly tabulation of business paper ad volume. In compiling the data, all publications are grouped into 11 basic industry divisions. Each division is further divided into major sub-industry groupings.

■ Eight publications serving the state-county-municipal market constitute the only industry group reporting a gain for the month. Their page volume for November was 0.3% above the same month last year. The 54 publications serving the construction industries posted the largest loss for the month, with a November page volume 14% under the 1959 volume for the same month.

■ Three industry divisions are in the black with their year-to-date page volume. Publications in the manufacturing division, those serving the transportation industries, and publications covering the institutional market are still ahead of last year's cumulative page volume, with respective plus percentages of 3.4, 1.5, and 0.9. #

Ad Rivalry Seen Ahead in 8mm Sound Movie Field as Eastman Tries to Catch Fairchild

NEW YORK, Dec. 13—Sound movies on an 8mm projector—the dream of amateur home movie fans and industrial movie makers alike—became a practical reality this year, and 1961 will mark the beginning of competitive advertising activity.

There are probably 15 projectors that will play back 8mm sound by various methods. But there are only two U.S.-made models on the market—both introduced this year. And only one maker, Fairchild Camera & Instrument Corp., did appreciable consumer advertising.

The other manufacturer, Eastman Kodak Co., launched its model in June, two months after the Fairchild introduction, and has been doing primarily trade and photo fan book advertising. Beginning with March, '61 issues, Kodak moves into a continuing consumer magazine schedule including *Esquire*, *Holiday*, *Sports Illustrated* and *The New Yorker*, to push the $345 Kodak Sound 8.

■ In addition, some time next year, Kodak will introduce a new 8mm Kodachrome film, which is said to have a quality and sharpness comparable to 16mm Kodachrome. This should eliminate one of the more serious obstacles to professional use of 8mm, and could open a gap in the business film field for low-cost productions.

Thus Fairchild will encounter its first stiff opposition since it began advertising the $239 Cinephonic sound camera and $249 sound projector back in April. More than $750,000 has gone into this year's drive, placed through Geer, Du Bois & Co. The company said it will spend at a similar rate in 1961.

The Fairchild unit is the only 8mm sound camera on the American market. While most competitors are known to be experimenting with 8mm sound cameras (Kodak has had one in its labs since 1954), and interest in such a product runs very high, there is as yet no clear sign of a new entry. Competitors generally content themselves with off-the-cuff criticisms of the Fairchild system, adding that they hope to do better before they enter the marketplace.

■ The situation is different in the projector field, where units may be had from Bolex, Agfa, Nizo, Fujica, Tandberg and others.

Fairchild feels that 1961 will be significant for its new venture. Faced with a late start, a manufacturer unknown to the 8mm field, with volume deliveries lagging behind the ad push and initial limited distribution (it's been upped fivefold to more than 500 dealers since late October), the company considers it an achievement for now just to have been the pioneer in the market.

Others, like Walter Braun, advertising manager of Paillard Inc., the Bolex distributor, still feel that the whole idea of home sound is still too advanced for most amateur movie-makers. Mr. Braun believes that a very small percentage even bother to edit their films, much less become involved in the intricacies of sound editing. "They are more likely to point to the 15' of blank footage running across the screen with the comment: 'That's when we photographed the statue, but it didn't come out,'" according to him.

There are several other significant indications of the burgeoning emphasis on 8mm. An important development is the interest of companies like Castle Films in 8mm sound prints. Until recently, the owner of an 8mm sound projector had to depend solely on his own ingenuity if he wanted audio in his living room, generally by a tape recorder or by magnetic sound stripping on his movies. He had to become a creative artist beyond his familiar role of focusing. It is now possible to buy or rent a professionally-produced 8mm sound print with which to entertain guests or the children's friends.

■ Other companies are exploring the possibilities of producing feature-length sound movies in 8mm or duplicating their extensive 16-mm and 35mm sound libraries in 8mm. Many film processing laboratories are now offering sound-stripping services to 8mm customers.

A Long Island City laboratory, Rapid Film Technique, which has specialized for many years in film repair and rejuvenation on 16mm and 35mm only, recently expanded its services to include 8mm film as well.

But along with the signs of accelerating interest, there remain many obstacles, not the least of which is cost. The first manufacturer who can market an 8mm sound projector to retail at under $200 will then be competitive with the best of the present-day silent projectors and could well throw the market wide open to a sound invasion.

At the industrial and business level, cost is no problem. Raw material costs for 8mm film are already two-thirds less than for 16-mm for a comparable amount of screening time. Equipment is cheaper (and lighter). Storage costs are lower because less space is required.

■ However, problems of quality and uniformity intervene here. Sound synchronization and clarity can have marked differences, depending on by whom, and how, the sound was put on the 8mm film. Sound systems on present 8mm projectors are a hodgepodge of incompatibility: some sound units are placed ahead of the filmgate, others behind; some systems call for a 46-frame separation between the image and synchronized sound, others require 118 frames between the image and sound. It is presently impossible to produce an 8mm sound print which can be run off on every available projector.

While this is of no concern to the amateur fan who owns his own projector, it is insurmountable to the professional organization which would want to distribute its prints far and wide.

Mindful of this bottleneck, the Society of Motion Picture & Television Engineers this week announced that it now has six proposed standards on 8mm magnetic sound in early stages of consideration. Once approved by the society—in itself a lengthy procedure—the standards are then submitted to the American Standards Assn. for its scrutiny.

The photographic market in general has had a charmed life in the last ten years—its percentage increase has been more than double the increase in gross national product, and 1960 photo merchandise sales are estimated in the neighborhood of $2.3 billion. Photography is considered the No. 1 U.S. hobby, with an estimated 52,000,000 fans snapping shutters well over 2 billion times in 1959, according to Eastman Kodak.

■ In the amateur movie field, the trend is unquestionably continuing in the direction of 8mm. Department of Commerce census figures for 1958 show shipments of over 1,000,000 8mm cameras and fewer than 15,000 16mm cameras. Projector shipments were close to 700,000 that year for 8mm; barely over 50,000 for 16mm.

According to estimates in the latest statistical report of the photographic industry compiled by Augustus Wolfman and published by *Modern Photography* and *Photo Dealer* earlier this year, there were about 710,000 8mm projectors shipped by U.S. makers in 1959 and 52,000 16mm projectors. Significantly, nearly 44,000 of the 16mm shipments were for sound projectors.

■ All told, the Wolfman estimates reported 4,400,000 8mm and 475,000 16mm cameras in use last year.

The future of amateur movies is obviously in 8mm photography. And as for adding sound to the sight, one motivation-minded marketing man commented this week, "Once you see your family in sound, you're hooked." #

Colley Abt Nixon MacNeal

CONFIDENCE—*The words "confidence" and "satisfaction" will be used in the promotion of Brand Names Week in May, 1961. Pointing to the new symbol of a boy cutting out the Brand Names shield is Dwight T. Colley, vp, Atlantic Refining Co. With him are Henry Abt, president, Brand Names Foundation; William B. Nixon, vp, Campbell Soup Co.; and Robert E. MacNeal, president, Curtis Publishing Co.*

Sheaffer Named Marketing VP as Buryan Joins Moline

John D. Sheaffer, formerly vp of international operations at W. A. Sheaffer Pen Co., Fort Madison, Ia., has been named marketing vp, succeeding E. F. Buryan, who resigned to become president of Minneapolis - Moline Co. Mr. Buryan succeeded J. Russell Duncan, who resigned along with four directors. Mr. Sheaffer is the grandson of the founder, and brother of the current Sheaffer president, Walter.

John D. Sheaffer

Sheaffer also has named Leon H. Black, exec vp since 1957, vp of expanded international operations.

J. R. Roth to Delehanty

James R. Roth Jr., formerly with the McCann-Marschalk division of McCann-Erickson, has joined Delehanty, Kurnit & Geller, New York, as an account executive.

Uses of 'Money' to Make Money Told in 'AR' Survey

CHICAGO, Dec. 13—Fascinating and universally appealing "sales promotion money" can be "minted" or "printed" without difficulty, but it will not produce good results unless there's a sound sales promotion idea behind it.

Used properly, however, this "money" can produce real money for the ingenious marketer.

These are the conclusions of a survey, "Coins & Tokens," in the January issue of *Advertising Requirements*.

This device "cannot be tacked onto a program as an afterthought and be expected to bring in more results than any other afterthought," the article said. Used "as the center focus of a well-planned promotion," it can produce the "sweet sound of success in the lilting tones of many cash registers" *(for a story on the use of real money as a premium, see Page 26)*.

In addition to about a dozen of these success stories, the users of the versatile medium ranging from American Motors Corp. to the Blue Fox Restaurant in San Francisco, the article in *Advertising Requirements* provides product information on aluminum, bronze and nickel silver coins, including relative costs, process data and scheduling advice.

■ Also considered are the business-building uses of related items such as wooden nickels, rubber currency, historical document reproductions, gimmick land grants and impressive but inexpensive bogus currencies from "defunct and non-existent treasuries all over the world."

A classified listing of "Suppliers of Money for Sales Promotion" ranges from coin makers (in aluminum, plastics or chocolate) to sources of real foreign coins and jewelry using real money.

Delving deep into the "controversial" use of legal coins and currencies in sales promotion, the *Advertising Requirements* article warns that using them may be like "walking on ice," with both highly successful and painfully complicated cases on record.

"Generally, the use of real money in a promotion calls for solid steel nerves and a good lawyer," the magazine said. #

JULIAN H. BOONE

NEW YORK, Dec. 14—Julian H. Boone of the communication and publicity department, McGraw-Hill Publishing Co., died suddenly of a heart attack yesterday after leaving the office for the day. He was 55.

He joined McGraw-Hill in 1947 as promotion manager of *Electrical World*, became promotion manager of *Power* in 1953 and director of the communication and publicity department in 1955.

Mr. Boone was the author of "Advertising at the Point of Purchase" and had edited Industrial Advertising Handbook, both McGraw-Hill books. He had written numerous articles for *Esquire*, *Reader's Digest* and other publications.

He was born in Elk Creek, Neb., and attended the University of Washington before joining McGraw-Hill. He was promotion manager of Radio Station WJZ, New York, and on the network promotion staff of CBS.

Venus Pen Moves Ad Offices

Venus Pen & Pencil Corp. has moved its advertising department headquarters from Lewisburg, Tenn., to its executive offices at 50 W. 44th St., New York. Production and promotion liaison continues in Lewisburg.

In Houston, The Chronicle
Reaches More PEOPLE
Carries More ADVERTISING
Sells More MERCHANDISE
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Need Source Material For a Campaign?
• Press Clippings can provide you with the necessary source material for a sales or advertising campaign based on actual events . . . can enable you to use real news rather than fictional situations to substantiate your claims and to convince your prospective customers. Invaluable for agency new business presentations. Interested in learning how we can serve you?
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25 YEARS OF LIFE

The presses at LIFE have been rolling for almost 25 years. They are years that cry for superlatives—years in which the greatest population the earth has ever been able to support has seen more calamities, shared in greater abundance and watched more dramatic spectacles than any other generation. Now, as a fitting way to begin its Silver Anniversary Year of publishing, LIFE presents—in 118 editorial pages, 45 of them in full color—a breath-taking review of the years its editors have been recording since 1936. Here, in eloquent text and superb paintings and photographs, is a stirring cavalcade of struggle, growth, upheaval, quest. Here are the crises we survived at home and abroad, the giant steps ahead in science and medicine that amazed us, the art that brought us great beauty. Here are the women that men loved, the split-second moments in sport that thrilled millions, the achievements and adventures that startled us all. Here are the events and personalities, the fads, fashions and changing tastes that made these years "the most crowded quarter-century in the history of mankind." You relive them in words and pictures in the exciting pages of LIFE's issue this week.

A SPECIAL YEAR-END DOUBLE ISSUE

For 1961
the editors are proud to announce
that the forthcoming
new novel by

Herman Wouk
entitled
"Youngblood Hawke"
and the forthcoming
new novel by

John Steinbeck
entitled
"The Winter of Our Discontent"
will appear serially
prior to book publication
in McCall's
First Magazine for Women